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22ND year

THE NEWSWEEKLY OF RADIO AND TV

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Now

MAXIMUM POWER

A GREATER BUY THAN EVER!

Now you'll have greater coverage than ever before in the BIG Texas Gulf Coast Market. Up goes the power, down goes your cost-per-thousand.

KPRC-TV's new, 750-foot tower with 6 Bay Antenna completes our TV Center . . . topping the South's finest telecasting facilities with a tower that handles the maximum allowed power . . . 100,000 Watts on Channel 2. KPRC-TV's clear, dominating picture now reaches a larger, richer audience!

FIRST in every time period every day, KPRC-TV continues now, more than ever, to influence the viewing and buying habits of this tremendous Texas market.

KPRC-TV

CHANNEL 2 HOUSTON

JACK HARRIS
Vice President and General Manager

Nationally represented by
EDWARD PETRY & CO.

XUM

THE PROOF OF THE MARKET

is in the mail-pull

JACK'S JUKE BOX

WDEL-TV

Wilmington, Delaware

CHANNEL 12

A four-state favorite—Jack's Juke Box, WDEL-TV Saturday night disc Jockey show featuring Jack Reynolds, pulls loyal, enthusiastic audience response from Delaware, Pennsylvania, New Jersey and Maryland—a market whose people have $1,730,561,000 to spend every year. To reach this big prosperous market—to increase sales for your product—buy WDEL-TV—featuring top local, NBC and Du Mont shows.

NBC TV Affiliate

Represented by **MEEKER**

New York • Chicago
Los Angeles • San Francisco

WDEL

AM TV FM
Steinman Station

closed circuit

WOR-TV New York is contemplating closing down until it moves to its new Empire State location. Plan, under consideration before IBEW struck, would entail closure of its North Bergen TV transmitter and its 67th Street studios (except for portions under lease by NBC). Operation at Empire State, where new studios are 90% completed, would give WOR-TV self-contained facilities. Before strike Aug. 18, WOR-TV had planned to move in four weeks. TV silence plan may be effected this week. WOR will continue its operations without regard to strike.

★ ★ ★

UPCOMING analysis of official FCC figures will reveal that aggregate income of radio stations in television markets was 2% greater in 1952 than 1951.

★ ★ ★

ELECTION of John K. Herbert to Board of Directors of NBC announced Friday by Brig. Gen. David Sarnoff, board chairman of RCA and NBC—but in fashion which, despite obvious elevation involved, created speculation as to his assignment, recently announced, as vice president in charge of television network. Friday's announcement described him as vice president in charge of TV network sales. While emphasizing Mr. Herbert's primary identification with sales throughout his entire NBC service, this return to former title, without reference to responsibilities as head of TV network division, promptly inspired questions as to possibility that latter role may be reassigned. NBC authorities would not comment.

★ ★ ★

TOSS IN two new names for FCC commissionership vacancy which now is semi-officially described as wide open. Robert T. Mason, owner of WMRN Marion, Ohio, and Robert H. Owen, veteran chief engineer of KOA Denver, now are being considered in addition to Robert J. Dean, KOTA Rapid City, S. D. Latter isn't eliminated but time runs against him. Mr. Mason, prominent in industry affairs (past member NARTB board, past chairman of Small Markets and Legislative committees) and prominent in Ohio politics (he ran in GOP primaries for Congress on two occasions), hasn't been directly contacted but understands his name has been submitted. He's "highly flattered" that he's being considered. Mr. Owen, former KOA manager, reportedly has strong Western backing.

★ ★ ★

NEWEST candidate for FCC secretaryship is Forney A. Rankin, now on special assignment at State Dept., former counsellor at U. S. Embassy in Mexico City and, prior to that, international advisor at NARTB under Justin Miller (then NARTB president). Others actively being considered are: Lt. Col. William B. Campbell, Signal Corps and formerly with Press Wireless; Mary Jane Morris, FCC attorney, an ardent Republican worker, and Francis B. Murphy, midwestern businessman.

★ ★ ★

PRIOR TO consummation of $500,000 transaction whereby ownership of KING-AM-TV Seattle (Mrs. A. Scott Bullitt) acquired control of KGW Portland (story page 64), it was ascertained that NBC sought to procure minority interest in Portland station but failed to come to agreement on terms. Fact that NBC was interested was disclosed several weeks ago [CLOSED CIRCUIT, Aug. 17].

★ ★ ★

UNDER consideration by FCC last Friday was *modus operandi* in selecting "hardship" or "manifest injustice" cases under new expedited hearing procedure. List of such cities expected promptly, after which "McFarland letters" will be sent. Cities which could be on list include Pittsburgh, Miami, Milwaukee, Memphis, Indianapolis, Spartanburg, S. C., and New Orleans.

★ ★ ★

IT'S NOT formally billed that way but loudest firecracker at approaching NARTB district meetings may explode at TV clinics as station operators tell their uhf troubles, most acute in upper part of ultra-high band.

★ ★ ★

FCC IS taking closer look at TV merger or "take out" agreements, despite its desire to introduce new service in under-served areas. Last week it almost found itself stalemated on three merger proposals, finally approved 4-1, and it's certainty Commission hereafter is going to be tougher to satisfy where amounts in excess of reasonable "out of pocket" funds are involved to "take out" competing applicants. While FCC majority feels these business transactions are of no immediate concern to it, question arises if it's in public interest to "buy out competition."

★ ★ ★

PI to end all PIs may be upon radio in next few weeks. It concerns sale of Dr. Alfred C. Kinsey's new *Sexual Behavior in the Human Female*, due to be published Sept. 14. One eastern bookstore is contacting local radio stations, offering deal by which station keeps $1.50 of book's $8 price.

★ ★ ★

SHOULD FCC issue tax certificate under Sec. 112 (m) of Internal Revenue Code to cover such situations as sale by Storer Broadcasting Co. of WMMN Fairmont, W. Va., for $350,000 to Peoples Broadcasting Corp.? After rugged debate FCC said "yes" by 4-2 vote last week on ground that while it wasn't actual "forced sale," under FCC multiple ownership policies, Storer had to sell station before it could acquire KABC San Antonio for $700,000. Recently FCC turned down similar petition from United Paramount on sale for $6 million of WBKB (now WBBM-TV Ch. 2) Chicago, to CBS as part of ABC-United Paramount merger, since ABC already owned WENR-TV.

★ ★ ★

THAT conference between Howard Hughes, RKO Radio Pictures board chairman, and group of Chicago businessmen looking toward possible release of RKO film backlog to television apparently failed to materialize past fortnight. It's understood, however, that deal is still on the fire and that group has definite TV film aspirations.

IN THIS ISSUE

LEAD STORY

A 25% increase in TV network billings this fall over last is predicted by B•T in an annual analysis which takes bigger network hookups, larger audiences and higher rates into consideration. Spot should do even better, the forecast says. *Page 27.*

FILM

Vitapix Corp. in an agreement with Princess Pictures will distribute 26 first-run, feature-length films with first-rate Hollywood stars to television. *Page 34.*

Republic Pictures, major Hollywood motion picture producing firm, is getting into television feet first. Republic President Herbert Yates' feeling: "If you can't lick 'em, join 'em." *Page 36.*

FACTS & FIGURES

National advertising is up $49.2 million for the first half of this year over that of last year, PIB figures show. *Page 38.*

PROGRAM SERVICES

The push for subscription TV as a supplement to uhf station income picks up speed as the four uhf outlets who last month asked FCC to approve the system call a meeting of uhf station operators for Sept. 17 in Philadelphia. *Page 44.*

GOVERNMENT

FCC expects a number of TV stations to seek directional operation to improve signals where population is concentrated. *Page 48.*

STATIONS

King Broadcasting Co. (KING-AM-FM-TV Seattle) and others buy KGW-AM-FM Portland, Ore., for $500,000 from S. I. Newhouse interests (*Portland Oregonian* and other newspapers, WSYR-AM-FM-TV Syracuse and WTPA [TV] Harrisburg, Pa.) *Page 64.*

NETWORKS

NBC Radio Network Affiliates Committee, meeting with NBC in New York preparatory to affiliates' meeting in Chicago Sept. 17, are told NBC Radio revamping will include 28 new programs and 13 more news periods. *Page 68.*

MANUFACTURING

Bing Crosby Enterprises' much-publicized video tape will be ready for color TV when it comes, Executive Director Frank Healey says. *Page 72.*

FEATURES

A lone uhf TV broadcaster enters the arena with seven vhf outlets in Los Angeles. *Page 85.*

Newspapers are wonderful if you believe the results of a survey conducted in Chicago by students at Northwestern U.'s Medill School of Journalism. Also wonderful is the way their questions were phrased. *Page 91.*

Tulsa is the place to watch as radio undergoes a major test there starting Sept. 13 to determine its worth in retail store advertising. *Page 95.*

Effective February 1, 1954

WBZ-TV *Channel* 4

NBC Affiliate in **BOSTON** *serving 1,314,000* TV Sets*

AND

WPTZ *Channel* 3

NBC Affiliate in **PHILADELPHIA** *serving 1,463,080* TV S*

WILL BE AMONG THE
OUTSTANDING VHF TELEVISION STATIONS
REPRESENTED BY

Free & Peters, Inc.

**TELEVISION AGE, AUGUST '53*

		VHF CHANNEL	PRIMARY
EASTERN			
WBZ-TV	Boston	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WTVJ	Miami	4	ALL
CENTRAL			
WOC-TV	Davenport	5	NBC
WDAY-TV	Fargo	6	NBC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KMBC-TV	Kansas City	9	CBS
WAVE-TV	Louisville	3	NBC
WCCO-TV	Minneapolis-St. Paul	4	CBS
WESTERN			
KDSH-TV	Boise-Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC

FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
444 Madison Ave.
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

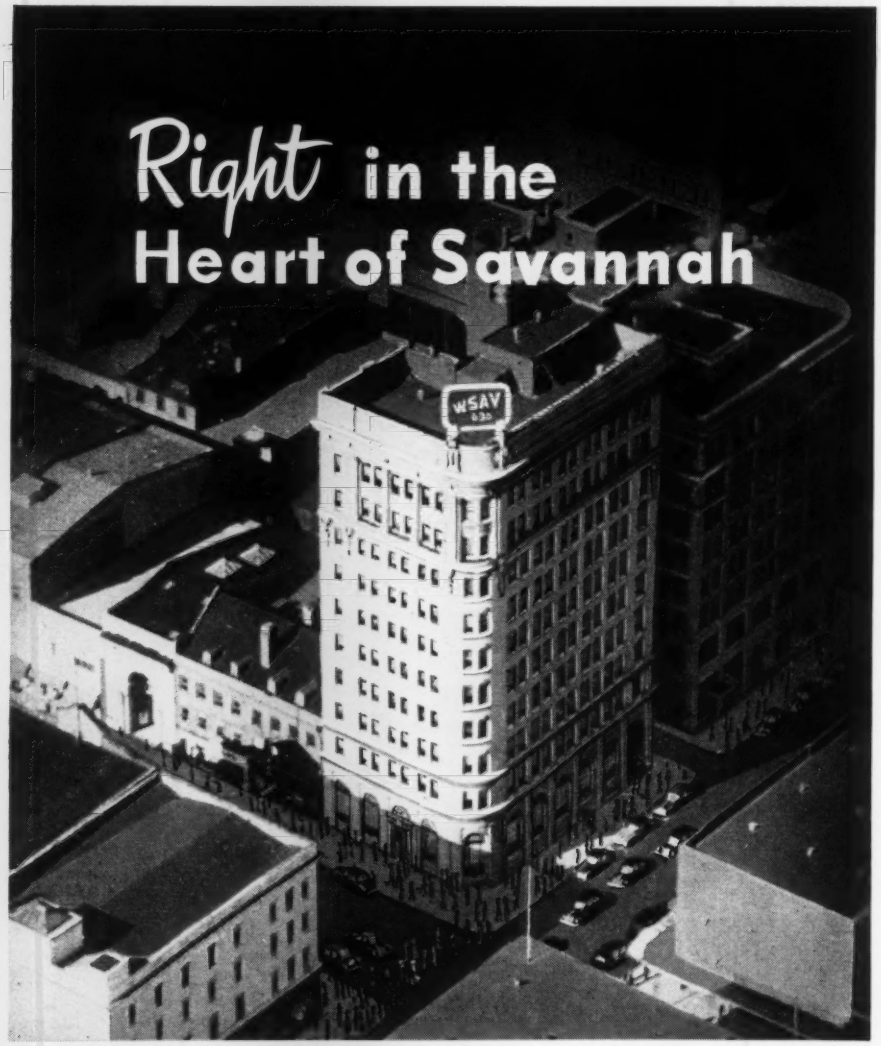
DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Main 5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798



• In radio, audience loyalt doesn't just happen. It is in evitably the measure of the fa vored station's responsiveness t the interests, needs and cultura and civic growth of all the peopl within its listening area. How re sponsive WSAV has been is clearl indicated by these few from man instances:

• The only Savannah Statio which broadcasts regularly sched uled local news.

• The only Savannah Statio which sends its remote crews ou into the areas to bring its listener all important events in the out lying towns and counties.

• The only Savannah Station which broadcasts a daily farm program direct from the Agricultural Agent's Office and featuring farm news and information gathered on the local and regional levels.

• The only Savannah Station which schedules six remote broadcasts daily direct from the United States Weather Bureau at Travis Field in Savannah.

• The only Savannah Station which broadcasts news on the local level from the towns and counties in the surrounding area, through its regularly scheduled program, "County Edition."

The Station that Serves Best, Sells Best!

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

ABC-TV Will Start Daytime Programs Oct. 5

ABC-TV will launch daytime programming Oct. 5 with two half-hour programs between 4 and 5 p.m., Monday through Friday, according to fall schedule announced Friday. ABC-TV network programming currently starts at 7:30 p.m. Daytime shows will be TV version of ABC radio's *Turn to a Friend*, to be presented 4-4:30 p.m., and as yet undisclosed audience participation show in following half-hour.

Overall fall program lineup features "Star Power" acquired by ABC since its merger with United Paramount Theatres last February, said Robert M. Weitman, vice president in charge of programming and talent, who noted that Ray Bolger, Danny Thomas, George Jessel, Sammy Davis Jr., Joel Grey, Paul Hartman, Brandon De Wilde, Frank Leahy, and Arlene Dahl, among others, have been signed to join ABC-TV's established stars.

Noting that this is ABC's first major season since UPT merger, Mr. Weitman said: "Like a gala opening night on Broadway, we must now await the critical eye of the public."

List of NBC Color Programs

LIST of first NBC-TV commercial programs slated for "color premieres," in line with plan to stage such showings of all NBC-TV programs [B•T, Aug. 31], is being announced this week. It includes: *Robert Montgomery Presents*, on Sept. 28; *Dinah Shore Show*, Oct. 6; *Paul Winchell Show*, Oct. 11; *Television Playhouse*, Oct. 18; *Your Show of Shows*, Oct. 24; *Hit Parade*, Nov. 7; *Bob Hope Show*, Nov. 17. All premieres to be held at NBC's Colonial Theatre in New York, with Bob Hope and Dinah Shore shows, normally originating on West Coast, transferring to New York for event. Pending FCC approval of compatible color standards, commercial shows will be given dress rehearsals in color but telecast in black-and-white.

CIRCULATION FORMULA

PRINTED media have shown way to advertising world by proving that basic circulation standards are proper way to measure value of all media, Robert E. Dunville, Crosley Broadcasting Corp. president, told fall sales meeting of WLW eastern sales executives in New York. Lauding space measuring method, he said advertisers had benefited from realistic approach by which they give space buyers fullest circulation knowledge. He said A. C. Nielsen Co. has been working at his instructions on plan to give advertisers this type of measurement for WLW. He announced adoption of circulation formula as instrument to be afforded all WLW radio advertisers, with same plan to be extended to TV.

61 New, Renewed Contracts

TOTAL of 61 new and renewed contracts, representing $1,445,639 sales volume, has been signed by WABD (TV) New York for fall season, Sales Manager Norman Knight reported Friday, terming it greatest fall season in WABD history. He said 49 contracts were signed by national advertisers and that 80% represented new business. Food sponsors accounted for 36.1% of sales volume; home furnishings manufacturers 14.8%; drugs 13.1%; beer and wine 8.2%; instruction 8.2%; tobacco 4.9%; oils and lubricants 4.9%; jewelry and clothing 3.3%; political accounts 3.3%; religion 1.6%, and entertainment 1.6%.

WGEM-TV Starts Last Friday

WGEM-TV Quincy, Ill., began programming last Friday, 7:30 p.m., CDT. Ch. 10 outlet went on air 78 days after receiving FCC construction permit. WGEM-TV is affiliated with ABC and NBC-TV. General manager is Joe Bonansinga, also vice president and treasurer.

• BUSINESS BRIEFLY

MILLION DOLLAR DRIVE • Monsanto Chemical Co. (All, washing machine detergent), St. Louis, expected to spend over a million dollars through Needham, Louis & Brorby, Chicago, for a six-day saturation campaign using radio and television spots.

600 STATION CAMPAIGN • Lincoln-Mercury, Detroit, planning giant four-week radio campaign starting Sept. 21 on over 600 radio stations, using one-minute announcements and chain breaks. Kenyon & Eckhardt, N. Y., is agency.

MANISCHEWITZ PLANS SPOTS • Manischewitz wine, N. Y., through Donahue & Coe. N. Y., preparing radio spot announcement campaign, to be launched Sept. 14 and run to Jan. 1 in about 50 markets. Additionally, television campaign will get under way later with spots and few half-hour films in several markets.

GAMES FOR GIFTS • Parker Brothers Games, Salem, Mass., through Badger & Browning & Parcher, Boston, preparing special Christmas drive using radio spot announcements, effective Sept. 25 to Dec. 24 in 20 markets.

SECOND KRAFT SHOW • Kraft Foods Co., Chicago, oldest continuous sponsor of hour-long dramatic TV show, *Kraft Television Theatre*, to sponsor second weekly one-hour dramatic show on ABC-TV effective Oct. 15 (Thurs., 9:30-10:30 p.m.). Kraft claims it is first sponsor to present two different full hour productions weekly.

HUDSON CAMPAIGN • Hudson Motor Cars, through Brooke, Smith, French & Dorrance, Detroit, placing spot campaign, 95% radio and 5% television, effective late in September. More than 300 radio stations, east of the Rockies, will be used. Contracts vary from two to four weeks.

SAUCE SPOTS • G. F. Heublein Sauce (A-1 sauce), Hartford, Conn., through Scheidler, Beck & Werner, N. Y., is preparing radio spot announcement schedule, to be launched Oct. 1 in 18 large cities for 26 weeks.

SPEIDEL ADDS • Speidel Corp. will continue to sponsor alternate weeks of *Name That Tune* on NBC-TV (Mon., 8-8:30 p.m.) and will add another alternate-week sponsorship on Sept. 29 with debut of Danny Thomas show, *Make Room for Daddy*, on ABC-TV (Tues., 9-9:30 p.m.). Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SWANEE CONSIDERS • Swanee Paper Napkins, through Geyer Inc., N. Y., is considering radio announcement campaign starting in October. Details are being worked out. Spots already have been placed in three cities, with national expansion to follow.

TINTEX SCHEDULE • Tintex Co. (Tintex tints and dyes), N. Y., through Storm & Klein, N. Y., planning its seasonal radio spot schedule, which kicks off Sept. 21 for 10 weeks on more than 250 stations.

JULY RADIO SET PRODUCTION UP 36%

RADIO set production continues steady upward swing that started year ago, according to July and seven-month figures released over weekend by Radio-Electronics-TV Mfrs. Assn.

Output of radio sets for first seven months of 1953 showed gain of two million sets over year ago. TV output set new record, too.

July radio set production totaled 674,495 despite summer vacation shutdowns at factories. This is highest July radio figure since post-war boom month in 1948 and is 36% over same month year ago.

Total of 7,941,001 radio sets produced in first seven months of 1952 compared to 5,280,079 radios in same period year ago.

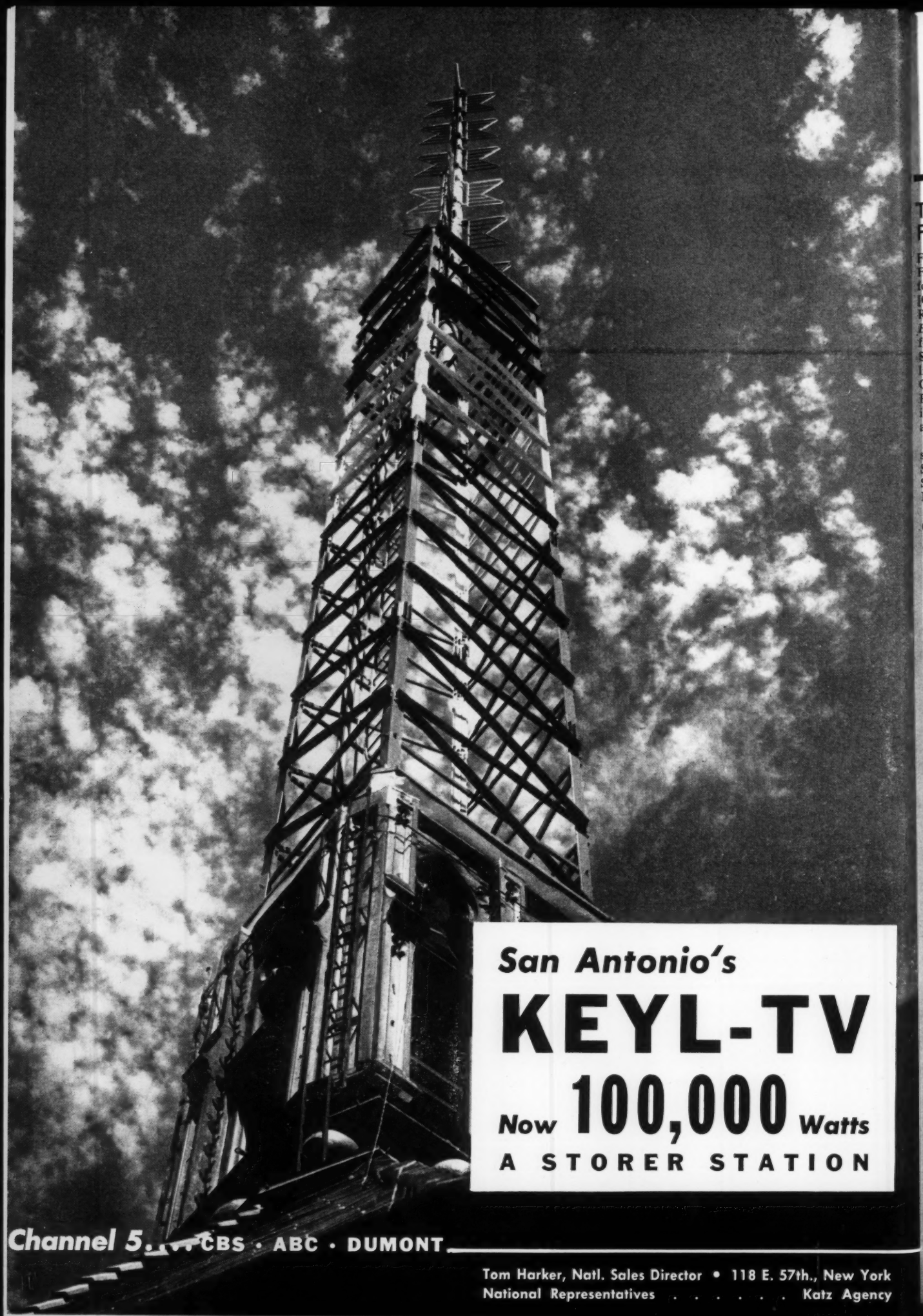
TV output totaled 316,289 sets in July, just 11,211 short of record set for that month in 1950. Seven-month TV production reached 4,150,525, over half-million sets above seven-month record of 3,606,445 in 1951.

Radios with FM circuits totaled 22,986 in July, with 5,120 TV sets also having tuning circuits for FM band.

Following are radio-TV set production figures for the first seven months of 1953:

	Television	Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 weeks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 weeks)	524,479	287,724	239,189
July	316,289	172,197	78,434
TOTAL	4,150,525	2,231,815	1,082,493

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 weeks)	654,367	275,079	1,549,203
April	483,092	187,394	1,158,936
May	497,379	129,391	1,108,991
June (5 weeks)	505,774	131,144	1,163,831
July	336,208	87,620	674,459
TOTAL	3,415,549	1,211,144	7,941,001


San Antonio's
KEYL-TV
Now 100,000 Watts
A STORER STATION
Channel 5... CBS • ABC • DUMONT
Tom Harker, Natl. Sales Director • 118 E. 57th., New York
National Representatives . . . . . Katz Agency

at deadline

Truman Signs, Hoover Sought For Ford Foundation Show

FORD FOUNDATION announced officially Friday that negotiations have been in progress for appearance of both living U.S. ex-presidents [CLOSED CIRCUIT, May 18] on Foundation TV-Radio Workshop's new series for young people, *Excursion*. Former President Truman signed for reported figure of $8,000 for appearance on Sept. 20 telecast to discuss opportunities that lie ahead for young people and nation [CLOSED CIRCUIT, Aug. 17]. Discussions with former President Hoover are still in progress and it is hoped his schedule will permit his appearance on later program.

Excursion, with Burgess Meredith as m.c., will start Sunday, Sept. 13 (NBC-TV, 3:30-4 p.m.). Show will be aimed at 6-to-18-year-olds. Martin Stone, president of Kagran Inc., and William Hillman represented Mr. Truman.

Channel Additions Approved; Other Actions by FCC

ADDITIONS of vhf Ch. 12 to Ardmore, Okla., and vhf Ch. 10 to Ada, Okla., were made final by FCC Friday in order which also substitutes Ch. 11 for Ch. 10 at Fort Worth; Ch. 10 for Ch. 11 at Waco, Tex., and uhf Ch. 26 for Ch. 12 at Elk City, Okla. Changes, proposed by KVSO Ardmore and Eastern Oklahoma TV Corp., Ada, are effective immediately.

Initial Ruling Made Final

INITIAL ruling to grant new AM station at Farrell, Pa., on 1470 kc with 500 w daytime to Sanford A. Schafitz made final by FCC Friday. Commission denied competitive bid of Greater New Castle (Pa.) Bcstg. Corp. for 1 kw daytime on 1460 kc.

WMAV-TV Refiles for Ch. 2

REFILING for vhf Ch. 2 in Springfield, Ill., Friday was WMAY-TV Inc., principally owned by WMAY and Lee Ruwitch, vice president and general manager of WTVJ (TV) Miami. Applicant asks for 100 kw, plans to spend $384,282 on construction. Application previously had been merged with those of WTAX Springfield, Ill., and WSOY Decatur, Ill., under name of Sangamon Valley Television Corp.

Chamber Urges Agreement

PRESSING for TV service in Chattanooga, Tenn., local Jr. Chamber of Commerce in public resolution urged agreement between contesting vhf applicants, also asked FCC not to extend CPs of WTVT (TV) on uhf Ch. 43 and WOUC (TV) on uhf Ch. 49, but to force them to get on the air. In carrying out resolutions, Jaycees plan to post petitions in public places, solicit citizens' signatures. First Chattanooga applicants to go to hearing were WDOD and WAPO, for vhf Ch. 3. Hearing ended Aug. 20. Still awaiting hearing date are vhf Ch. 12 applicants WDEF, Southern Television Inc. (composed of local theatre interests), and Tri-State Television Inc. (composed of local businessmen). WTVT, owned by Texas oilman Tom Potter, and WOUC, principally owned by WMFS, both were granted in August 1952.

UPCOMING

Sept. 8: Comments due on FCC Notice of Proposed Rule Making for NTSC Color TV Standards.
Sept. 10-11: NARTB TV Code Review Board, NARTB headquarters, Washington, D. C.
Sept. 14-15: NARTB Dist. 17 meeting, Benjamin Franklin Hotel, Seattle.
Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.
Sept. 16-17: NARTB Dist. 15 meeting, Mark Hopkins Hotel, San Francisco.
Sept. 17: NBC Radio Affiliates meeting, Chicago.
Sept. 17-18: NARTB Dist. 16 meeting, Statler Hotel, Los Angeles.

(For other Upcomings, see page 111)

Amateurs May Interfere With Strip-Converted Sets

WARNING that vhf TV receivers strip-converted to uhf will be subject to interference from amateurs and other services operating in 108-174 mc region has been sounded by American Radio Relay League. More than half uhf channels may be affected by amateurs alone, ARRL pointed out in letter to FCC, with copy to TV manufacturers. Reason for trouble, ARRL emphasized, is that first intermediate frequency of strip converters falls in 144 mc band, allocated exclusively to amateurs.

Putting problem directly in lap of manufacturers, ARRL General Manager A. L. Budlong said that "hams" do not propose "to go through another difficult period, again not of [their] own making, carrying the burden of public misunderstanding and abuse which arises solely because of the inadequacy of television receiving apparatus." Mr. Budlong asked that FCC publicize fact such interference to TV receivers is not amateurs' fault, also asked manufacturers to service this problem themselves.

Chamber Sees Color TV Boom

NEW opportunities in advertising and in $7 billion packaging industry will come with anticipated arrival of color TV next year, according to booklet put out by U. S. Chamber of Commerce. Styling of packages will be affected and dyemakers expect boom, it was stated. Booklet scans some of color TV developments, refers to TV network personnel clinics and reviews work of RCA and other interests. It's titled "Jobs, Markets and Production."

Doerfer Names Assistant

FCC Comr. John C. Doerfer announced appointment Friday of new confidential assistant, Patricia C. Siemien, who had been his private secretary when he was chairman of Wisconsin Public Service Commission. Mrs. Siemien succeeds Elizabeth L. Dannelly who continues as secretary. Miss Dannelly was confidential assistant to ex-Comr. Robert F. Jones. Comr. Doerfer has moved his office to Room 7207, New Post Office Bldg., Washington.

PEOPLE

G. WALTER LABORIE, formerly general sales manager of Lever Bros., to director of Merchandising and sales promotion at Donahue & Coe Inc., N. Y.

JOHN E. BOLAND and **WILLIAM W. PRIESMEYER** have been elected vice-presidents of Fuller, Smith & Ross, N. Y.

O. B. FERNANDEZ, for past four years office manager of CBS Washington Division, has resigned to return to Spain to manage family estate.

D. R. COLLINS, vice president of Aubrey, Finlay, Marley & Hodgson, Chicago advertising agency, elected vice president of Marsteller, Gebhardt and Reed, also Chicago.

E. E. DEUSS, formerly head of his own advertising agency, has joined Critchfield & Co., Chicago, as vice president.

MILTON RICH, for past four years executive editor of *The Advertiser*, monthly publication, named director of press relations for WCBS, CBS-owned radio station in New York, effective Sept. 14. He formerly was associate editor of *Today's Advertising*, was publicity director for Claire Wolff Adv., and for 10 years was on news staff of *New York Post*.

BOYD A. RIPPEY, former partner in Harrington & Rippey Adv., San Francisco, and identified with radio-TV in San Francisco since 1941, joins San Francisco sales staff of Weed & Co., station representatives.

WELLS F. BRUEN, radio-TV veteran with experience in Cincinnati, Miami, and New York, has joined New York sales staff of George P. Hollingbery Co., station representation firm.

L. A. Meeting Agenda Changed

PROGRAM for NARTB Dist. 16 meeting in Los Angeles, moved from Sept. 18-19 to 17-18 [B•T, Aug. 31, 24], announced Friday by Albert D. Johnson, KOY Phoenix, district director. President Harold E. Fellows and Robert K. Richards, administrative vice president, will leave San Francisco after opening of Dist. 15 meeting Sept. 16 and appear on opening morning agenda at Los Angeles next day. Richard P. Doherty, NARTB labor vice president, who appears on opening morning of other district meetings, will appear on second morning at Los Angeles, with TV seminar moved to afternoon.

Tube Sales Above 1952 Level

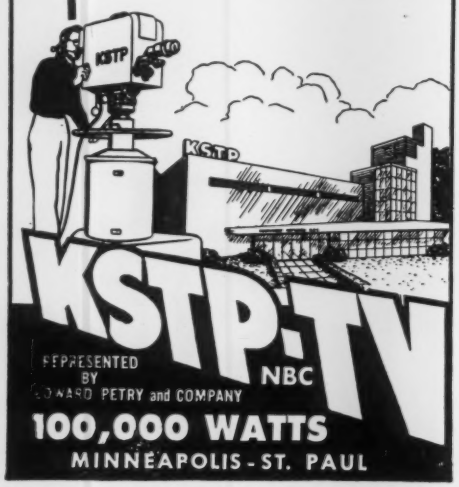
SALES of receiving and cathode ray tubes by factories in July dropped from June but ran ahead of 1952, according to Radio-Electronics-TV Mfrs. Assn. Cathode ray tube sales totaled 634,200 units, with 26,462,069 receiving tubes sold.

Seek Additional Microwave

APPLICATION filed Friday with FCC by Long Lines Dept. of AT&T requests authority to install additional microwave transmitter on Chicago-Milwaukee-Minneapolis radio relay system, to provide two TV channels from Chicago to Milwaukee via Palmyra, Wis., and third channel supplying TV link from Palmyra to Minneapolis. Supplementing other microwave channels in area, new channels also will feed video network programs to proposed northbound TV channels linking Milwaukee to Green Bay and Oshkosh, Long Lines Dept. said.

IN THE
Upper Midwest...

THE GREATEST
NAMES, THE
BIGGEST STARS
THE SMARTEST
ADVERTISERS
ARE ON
KSTP-TV
AND THAT'S
WHERE YOU
SHOULD BE



REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

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TELECASTING

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*Reg. U.S. Patent Office

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Things have changed in ARKANSAS, too!

Arkansas "ain't what she used to be"! In the last ten years, the State has made tremendous advances in industry, commerce, agriculture and standards of living. Retail Sales, for example, are 7.2% ahead of last year's—*276.9% ahead of ten years ago!**

The Arkansas radio picture is different, too. You can now cover almost *all* the State with *one* radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS gives *primary* daytime coverage of 1,002,758 people, more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Secondary, interference-free daytime coverage of 2,372,433 people includes almost all of Arkansas!

Write direct or ask your Branham man for the KTHS story.

---

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

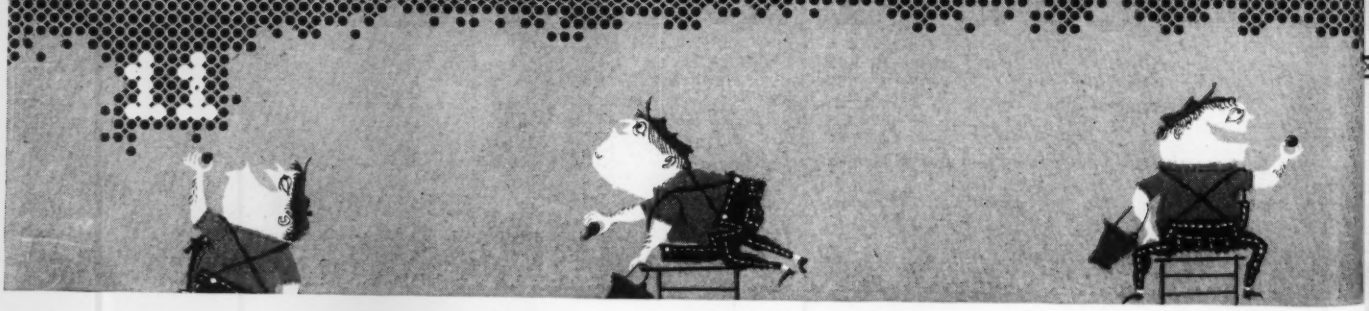
KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

-NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE
10. MERCHANDISING SERVICE

11



➡10

Only NBC offers guaranteed merchandising and promotion

When an advertiser purchases time on NBC Television, he is guaranteed—at no extra cost—three valuable adjuncts to successful advertising:

1. *The services of a nation-wide merchandising organization which will devise a merchandising plan especially for his particular needs.*
2. *A minimum of $4,500 worth of network promotion announcements for his program every week.*
3. *A newspaper advertisement promoting his show in over forty television markets.*

No other television network makes these guarantees. NBC offers these services because they help the advertiser gain the greatest value from his advertising. Guaranteed merchandising and promotion are good reasons why
NBC is America's No. 1 Network.

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage...Use It.

NBC TELEVISION

a service of Radio Corporation of America

PERSONALIZED
Spots
Farm News
Country Fare

GEORGE
HAEFNER
PROVEN
SALES APPROACH
TO WESTERN NEW YORK
FARMERS
Sales success of George Haefner's sponsors in reaching farmers is a matter of record. These success stories show how spots on these farm programs produced outstanding sales results.
You can buy the oracle of Western New York farmers at a remarkably low cost per thousand figure. Either between 5:30 and 7:00 A.M. or at 12:15 P.M., it's economical to use high Pulserated spots on these tried and found successful WHAM participation farm programs to sell your product or service to farmers.
50,000 Watt Clear Channel
WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo P. Hollingbery Co., Nat'l Rep

MY LITTLE MARGIE

Network: NBC-TV
Time: Wed., 8:30-9:00 p.m. EDT
Filmed by Roland Redd Productions
Stars: Gale Storm and Charles Farrell
Producer: Hal Roach
Director: Hal Yates
Writers: Frank Fox, George Carleton Brown
Production Manager: Dick Lestrange
Assistant Director: Dick Moder
Sponsor: Scott Paper Co.
Agency: J. Walter Thompson Co.

AN UNPREDICTABLE young lady and her long-suffering, patient dad are back on television for the fall season. *My Little Margie* returned to NBC-TV last Wednesday evening with the usual array of stock characters, involved predicaments and contrived dialogue typical of so many shows bearing a situation comedy label. It is mediocre television fare. Margie, her father and supporting characters are acceptable enough. The show is nicely staged and well directed, which is as it should be. The series is on film, reducing production errors to a bare minimum. But these favorable traits are rather noticably undermined by a shaky foundation—the show's script. It is a program badly in need of a writer.

In situation comedy, perhaps more than in any other drama form, success depends largely on a close-knit story line. A series of complications must be introduced but it is to the production's advantage if the complications pivot around a central situation. Involving characters in unrelated sub-plots weakens the main story line of any situation comedy, as was evident on the Sept. 1 telecast of *My Little Margie*.

CHARLES FARRELL AND GALE STORM
The daughter-dad team return

The script was concerned chiefly with Margie's efforts to surprise her papa on his birthday with an oil painting of herself. There was ample opportunity for Margie to get herself into and out of hot water with such matters as getting the cash to have the portrait done without arousing her father's suspicion or explaining away her prolonged absence from home when she was sitting for the painting. These situations were considered but they were not explored as thoroughly as they might have been. Instead, the script was prone to wander away from the focal point. Its chief flaw was the length of time it took to get into the story in the first place.

Although *My Little Margie* poses no threat to the popularity of such programs as CBS-TV's *I Love Lucy*, which really got the situation comedy ball rolling a few seasons ago, it has the makings of a pleasant half-hour program if better integrated scripts are in the offing.

ROGERS OF THE GAZETTE

Network: CBS Radio
Time: Wed., 9:30-10:00 p.m. EDT
Producer-Director: Norman MacDonnell
Announcer: Bob Le Mond
Music: Wilbur Hatch
Scripts: Les Crutchfield, Walter Newman, E. Jack Neuman & Kathleen Hite
Star: Will Rogers Jr.
Permanent Cast: Georgia Ellis and Parley Baer

EARLY in July, Will Rogers Jr. joined the radio roster of crusading never-say-die newspapermen as the star of a new series titled *Rogers of the Gazette*. The program is heard each Wednesday night on CBS Radio. Had the people who worked out the format for the series been blessed with an ounce of foresight, radio drama might have been given a boost it could well stand. The Sept. 1 broadcast had all the essentials of a parody on the million-and-one shows listeners suffer through that concentrate intensely on the activities of righteous gentlemen of the press. But sadly enough, it was played straight. The production didn't indicate that anyone was aware that the situation with which the script dealt had its humorous aspects. The whole thing was a rather serious affair.

Rogers of the Gazette recounts experiences in the life of a small town newspaper editor played by Mr. Rogers. He has the traditional assistant. This time her name is Maggie. Last Wednesday, Will and Maggie covered a testimonial dinner for a retiring school teacher. In case there was any doubt in the listeners mind that this was an all-American teacher type she was given a good old homespun name, Bessie Richards. Will and Maggie heroically fought the clock, made that deadline and got out a special edition eulogizing Bessie in a manner she was too humble ever to hope for. But things weren't as rosy for Bessie as they might have been. Because the teachers retirement fund was at a very low ebb, she was retired at a sum that made it necessary for her to seek out employment elsewhere. This was more than Will's sense of justice could take. Out came another special edition. Naturally the city council had a meeting. The school board had a meeting too. The townfolk were so distressed at the facts that Will's sterling reportorial talent had uncovered that an immediate election was decided upon. Bessie of course was brought back home presumably to live happily ever after on additional funds appropriated for the retirement fund in the new election.

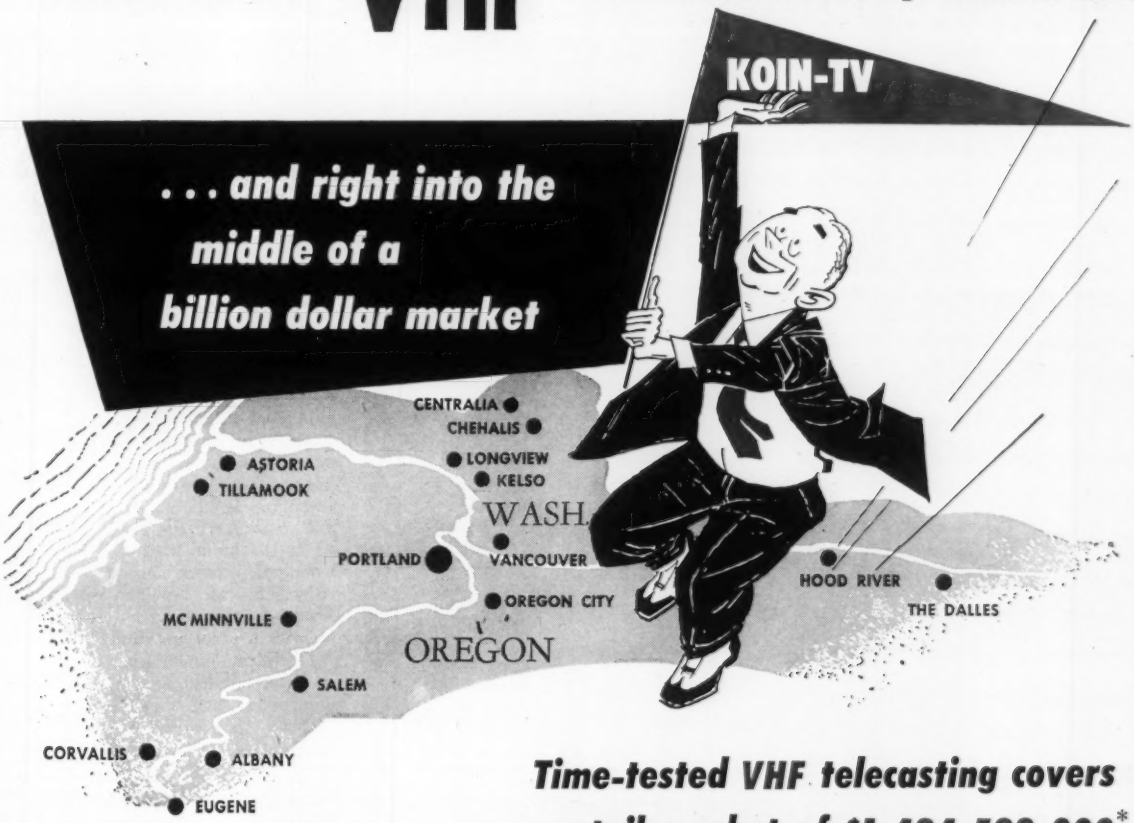
It could have been an amusing broadcast. But instead of spoofing the pattern, it followed it to the letter. Had it been played as satire—and it easily could have been without re-writing a word—Mr. Rogers might shortly be recognized as humorist not unlike his famous father who made America smile at itself in a way that has not been duplicated since his death in 1935.

BOOK REVIEW

TELEVISION NEWS HANDBOOK, edited by Baskett Mosse and Fred Whiting. Medill School of Journalism, Northwestern U., Evanston, Ill. $2.50.

THIS handbook is a compilation of the material presented at the first National Television News Seminar held at Northwestern U. under sponsorship of the Medill School and the Radio-Television News Directors Assn. Its editors term it not the last word on the subject, but, rather, the first word. Subjects covered in the seventeen divisions of the book include equipment, camera and news techniques, weather programs, a glossary of TV news terms, and the RTNDA Standards of Practice.

FIRST WITH VHF IN PORTLAND, OREGON



Time-tested VHF telecasting covers a retail market of $1,484,528,000*

KOIN-TV

opening on channel 6 October 15

★

CBS TELEVISION

The last big VHF market

Portland is the biggest, richest market in America still uncovered by VHF. When the first KOIN-TV program goes on the air October 15 it will bring time-tested telecasting to a family of cities with per capita retail sales more than double** the national per capita retail sales average.

1,228,800* people in KOIN-TV service area

The towering KOIN-TV antenna rises on the crest of Portland's picturesque West Hills, right at the juncture of the broad and populous valleys of the Willamette and Columbia rivers. From its **1536-foot perch above average terrain** with 56,000 watts ERP, it has a practically unobstructed reach over the most heavily populated areas of Oregon and Southern Washington.

* CBS Television Research
** 208%–Based on 1952-53 Consumer Markets

125,000 TV sets—and growing fast

All of the 125,000* TV sets in the KOIN-TV area are VHF receivers, with UHF devices added or built-in. It is the last big, juicy market in the nation-wide TV grid, with a whopping big audience already available and TV set sales booming.

KOIN . . . best known call letters in the Pacific Northwest

KOIN radio has served the Pacific Northwest for 28 years with top ranking national and local programs, and with an excellent record of public service and responsibility. In public acceptance and in advertising effectiveness and volume KOIN has long been one of the West's outstanding stations.

In equipment, staff, experience and talent KOIN-TV will enter the TV picture as a full-fledged Big Leaguer.

C. HOWARD LANE, *Managing Director*

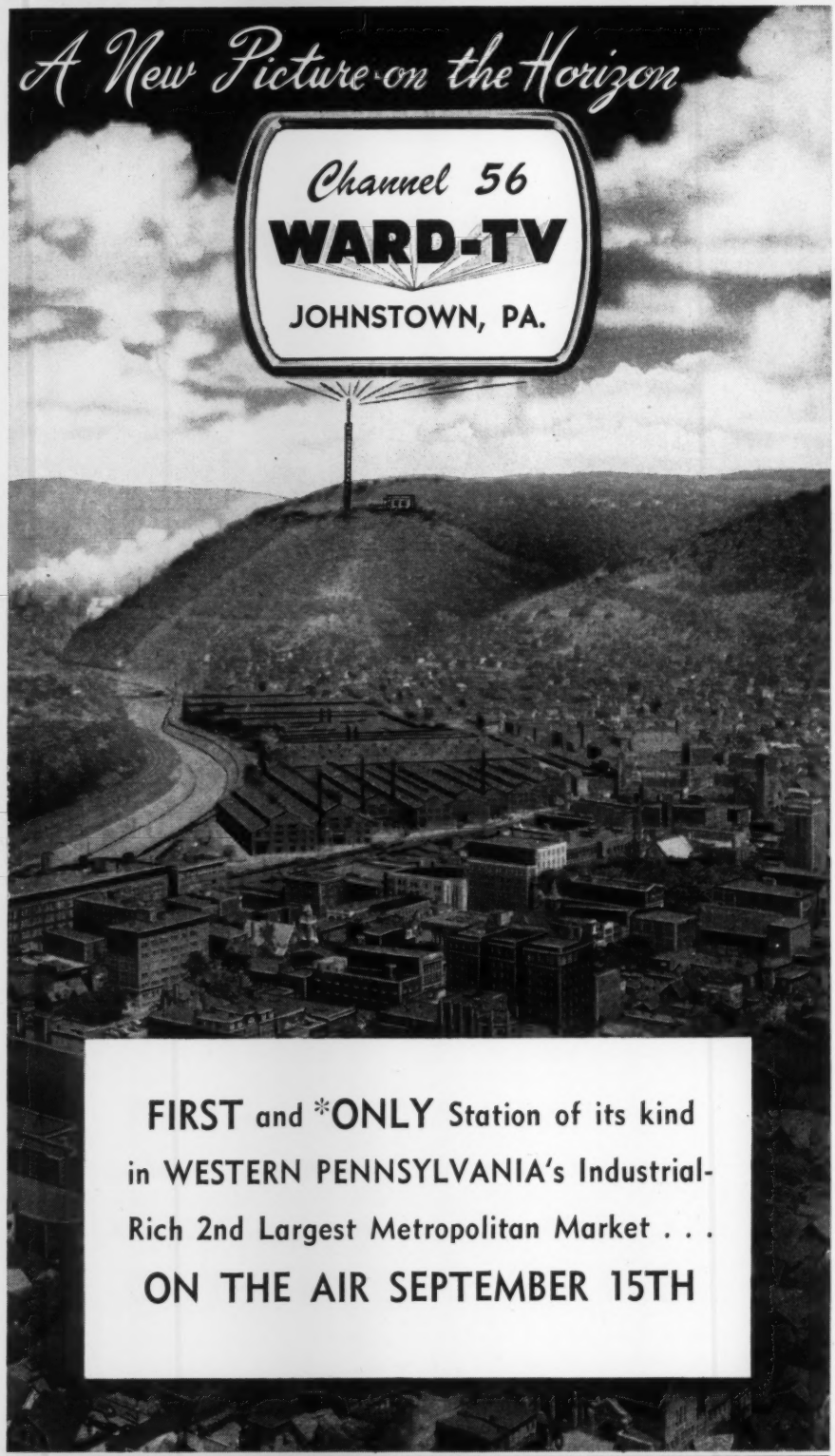
MOUNT HOOD RADIO & TELEVISION BROADCASTING CORPORATION, PORTLAND, ORE.

AVERY-KNODEL, INC., NATIONAL REPRESENTATIVES

New York, Chicago, Los Angeles, San Francisco, Atlanta, Dallas

KOIN • AM • FM • TV

DETROIT PUBLIC LIBRARY



FIRST and *ONLY Station of its kind in WESTERN PENNSYLVANIA's Industrial-Rich 2nd Largest Metropolitan Market . . .

ON THE AIR SEPTEMBER 15TH

CBS TELEVISION NETWORK

PRIMARY INTERCONNECTED AFFILIATE

AVAILABILITIES ADJACENT TO TOP NETWORK AND LOCAL SHOWS ARE NOW OPEN! AN ESTABLISHED TELEVISION MARKET WITH 85% SET SATURATION. ASK ABOUT THE BONUS MERCHANDISING PROMOTION PLAN.

represented nationally by WEED TELEVISION

* FCC ALLOCATION: Channels 56 and 6

OPEN MIKE

Radio Listening Is Individual

EDITOR:

Your editorial "160 million people, 110 m lion sets" brings up an interesting point. .

We believe, here at Rural Radio Networ that there are going to have to be some pre basic changes in the thinking approach radio listenership and radio audiences. F many years now, we have been thinking of t "radio home" and the "radio family." Tod a more accurate approach would be "the rac individual."

When radio first hit the American sce it was considered to be, in the home and the trade, something like the family gra piano—a family possession for family use. Th is no longer the fact. There are, to be sur a great many "family radio sets" but obvious to a much greater extent "Johnny's radio "Mama's radio," the car radio, etc., etc., an radio listening is not family listening—it individual listening.

This concept should change the whole ba of radio audience research. The whole sam pling question should be reviewed and ren vated on an individual rather than a fami unit base. . . .

"In the home listening"—"out of the hom listening" — terms becoming more comm daily, illustrate how far we are getting awa from the basic fact that radio listening toda is as individual as voting. . . .

Obviously, much larger samples will be nee ed to accomplish this, but the way it is bein done today is so close to meaningless that w feel the price would be very well worthwhil to the whole radio industry.

Richard W. Sidenberg
Supervisor of Research
Rural Radio Network
Ithaca, N. Y.

Cradle To Grave

EDITOR:

. . . Have been a fan of B•T ever since I firs saw a microphone, and am sure I will be clutch ing one when I retire in my old rocking chair. .

Sterling Quinlan, Gen. Mgr
WENR and WBKB (TV)
Chicago

New Field to Conquer

EDITOR:

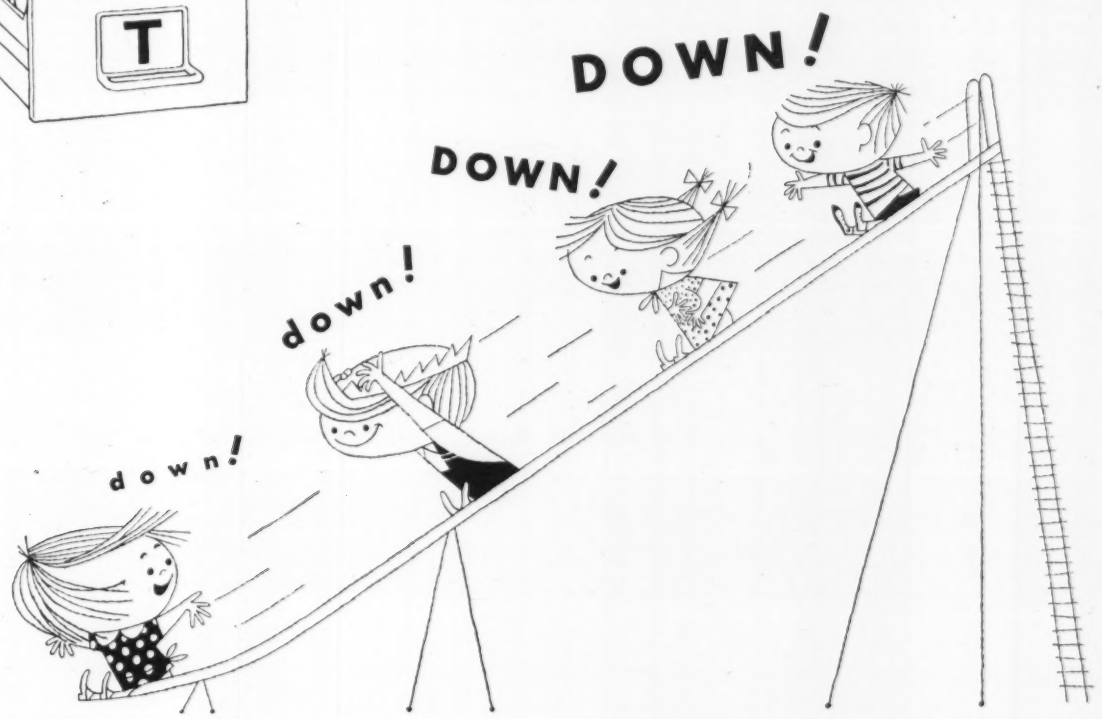
I was naturally pleased that you found my letter on TV and the outdoors interesting Recently I wrote both to the *Christian Science Monitor* and the *Evening Star* [Washington D. C.] along similar lines and they were rather generous in the space given to the subject which may indicate considerable general in terest.

I would be glad to follow this up with a further analysis along slightly different lines since I do feel the subject matter is of particular concern to the TV-radio industry. For instance studies have been made which indicate the average American hunter and angler spends approximately $160 annually on outdoor equip ment, transportation, etc., not counting license fees. This adds up to approximately $5 billion annually in the pursuit of these two sports.

Many of the 30 million recreational visits to national forests are, of course, by hunters and anglers. On the other hand, a large proportion are people who fall in an entirely different cate gory, namely outdoor tourists and campers. Their expenditures, too, for outdoor equipment, transportation and lodging must reach extreme ly large proportions.

The tackle and the arms and ammunition people are taking a vital interest in this subject,

LIVE ITEMS FROM OUR MORGUE



goes trucks' accident ratio for 4th straight year!

The 1953 edition of Accident Facts, just released by the National Safety Council, analyzes accidents in terms of vehicle registrations. Out of the total number of vehicles involved in accidents, the relative number of trucks declined for the fourth straight year.

The table below shows clearly that trucks now have a better safety record than automobiles. Particularly significant is this record when you realize that trucks have greater *exposure* to accidents, because they average greater mileage per year than do passenger cars.

TABLE: ACCIDENTS vs. REGISTRATIONS

TRUCKS

YEAR	Of all vehicles involved in accidents, truck percentage was:	Of all vehicles registered, truck percentage was:
1948	17%	18%
1949	15	17
1950	14	17
1951	14	17
1952	13	17

PASSENGER CARS and TAXIS

YEAR	Of all vehicles involved in accidents, car and taxi percentage was:	Of all vehicles registered, car and taxi percentage was:
1948	80%	81%
1949	82	82
1950	84	82
1951	84	82
1952	85	82

Walter J. Cleary *President, American Trucking Associations*

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D.C.

"I'll get 'em EASY with this fire-power!"

Some situations may call for an all-out bombardment—but believe us, doing a *smart* radio job in Kentucky isn't one of them. . .

More than 50% of Kentucky's total retail sales are made in WAVE's "home precinct"—the prosperous, concentrated Louisville Trading Area which includes the economic heart of Kentucky, *plus* a quarter-billion-dollar slice of Southern Indiana!

5000-watt WAVE is powered, priced and programmed exclusively for this one important market. WAVE covers it thoroughly, *without waste circulation!*

Ask Free & Peters for all the facts.

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

Free & Peters, Inc., *Exclusive National Representatives*

since they know that any substantial diminution in renewable wildlife resources will immediately be felt in the purchase of their products.

In the future, TV and radio stations are certainly destined to obtain a larger share of the advertising dollar in the outdoor recreation field, but that will grow larger and will continue only so long as wide recognition and support is given to the very vital problem of maintaining all forms of renewable natural resources including particularly forests, waters, wildlife and fish.

John F. Claggett, Esq.
Attorney at Law
Washington, D. C.

[EDITOR'S NOTE: Our thanks to astute Lawyer Claggett in ferreting out a new field to be tapped by enterprising broadcasters and telecasters. We're taking him up on his proposal to make a further analysis.]

Set Count Credibility

EDITOR:

If Walter Damm (WTMJ-TV Milwaukee (see OPEN MIKE, Aug. 31) will permit me, I should like to suggest that B•T didn't face up to the challenge of his letter.

Sworn affidavits do not necessarily mean the figures for TV receivers in a market are correct. Nor does an affidavit by an operator relieve B•T of its responsibility to its readers any more than a station operator can ignore advertising claims purely because the client swears to them.

What happens to B•T's credibility if figures it publishes are not corroborated by any other source?

Victor A. Sholis
Vice Pres. and Director
WHAS-AM-TV
Louisville

[EDITOR'S NOTE: B•T reiterates it publishes TV set figures on the basis of affidavits supplied by station licensees (including those of WTMJ-TV and WHAS-TV). We nevertheless have an abiding faith in the integrity and the honesty of the nation's licensees. We'll continue to publish in Telestatus the set counts supplied under affidavit by station licensees, until a better method comes along.]

EDITOR:

I consider it a privilege to be an operator in the same market with Walter Damm. . .

I agree with Mr. Damm that most distributors are rather generous to themselves in issuing sales reports that make up the TV set count in the market, . . .

If Walter Damm is going to "scream" I pray it . . . may help to bring about one, uniform, standard measurement such as is enjoyed by the printed media. I will be happy to scream with Mr. Damm—he for VHF—me for UHF . .

Lou Poller
General Manager
WCAN-TV
Milwaukee

Oops

EDITOR:

Sometimes a typographical error can be a bit embarrassing.

In your answer to the FM letter from Ray Torain, manager of KNOB Long Beach, Calif., [OPEN MIKE, Aug. 31] you quote me as saying that "best estimates place AM circulation around 9 million sets".

I am no more worried about FM members of NARTB seeing my name in the AM column than I am about AM members getting the impression that I have been out breaking up more than 100 million AM receivers.

John H. Smith Jr.
NARTB
Washington, D. C.

[EDITOR'S NOTE: The typo was in an Editor's Note to Mr. Torain's letter which inadvertently referred to an "AM circulation of nine million sets." Of course, the phrase should have read "FM circulation of nine million sets."]

PROOF

Channel 33

Before any public announcement of WEEU-TV's full power, our engineers had to be satisfied that everything was "working" according to plan. Now, we are interviewing TV dealers and others throughout the great Reading Market. . . . watching Channel 33's bright, clear, interference-free picture with them—in their own homes, in their stores. Here are some of the preliminary results:

HAMBURG
"Channel 33 reception very much improved. Receiving good picture on a bow tie antenna beamed in another direction." — George W. Fryer, Fryer's, Hamburg.
LEBANON
"A beautiful 33 picture, both at the store and in my home. More power than we need. Better than anything from Lancaster, Harrisburg, or Philadelphia. An excellent picture off the VHF antenna."—Alden Renaud, Keystone Appliance, Lebanon
READING
Schuylkill
River
EPHRATA
"The best UHF picture seen in this locality." — C. A. Kreider, Kreider Brothers, Ephrata
POTTSTOWN
"An excellent picture, and the best UHF reception here. As good as anything from Philadelphia."—Robert Pensyl, Levitz Furniture, Pottstown
PHILADELPHIA

PROOF—NOT PROMISES

Ask Your Field Man

Philadelphia engineers report Channel 33 noise-free picture in 7 locations tested.

NOW FULL POWER

165,000 WATTS (ERP)

channel 33

WEEU-TV

HAWLEY BROADCASTING COMPANY

NBC

ABC

Thomas E. Martin, Exec. V-Pres., Gen. Mgr.

Ewart M. Blain, Dir. of Sales

NATIONAL REPRESENTATIVES:

HEADLEY-REED TV

Television Station Representatives

STARS OVER
West Texas
KRBC
KBST
KTRN
KGKL
It's Easy---
To Buy
15,250 Watts
Solid West Texas
Coverage
1 CONTRACT
BUYS ALL
FOUR
at 20% DISCOUNT
from Regular Rates
★ KRBC - Abilene
5000 Watts Day — 1000 Night
★ KGKL - San Angelo
5000 Watts Day — 1000 Night
★ KBST - Big Spring
250 Watts
★ KTRN - Wichita Falls
5000 Watts Day — 1000 Night
1 Contract 1 Billing
for all 4
See Discounted Rates Under
West Texas Packaged Stations
or contact the
John E. Pearson Co.

our respects

to ROGAN JONES

HOW a potential broadcaster and his medium find each other often makes good reading. It does in the case of Rogan Jones, president of KVOS-AM-TV Bellingham and KPQ Wenatchee, Wash., who used his background in the finance business to bail out an insolvent radio station and found the work so fascinating he chose it for a career.

That was back about 1927 when Mr. Jones, who then was with his father and brother in a savings and loan business in Aberdeen, Wash., took over a station in Aberdeen through a bad debt. For the previous three years he had been assistant to the president of Stephens & Co., investment bankers, and before that had taken graduate work at Columbia U.—with no previous undergraduate experience.

Supposedly Temporary

Mr. Jones took over management of the Aberdeen station supposedly on a temporary basis, but to this day he has remained in the radio-TV field.

From the Aberdeen AM venture, Mr. Jones and three partners branched out with stations in Seattle, Bellingham and Wenatchee, running each, as he recalls, with three men—a manager, engineer and announcer.

In 1929 Mr. Jones and partners took a flyer into the transcription business, with Tom Breneman as the principal source of talent. The venture failed because of poor technical quality of transcriptions and in 1930 the original partnership was dissolved with Mr. Jones retaining principal interests in KVOS and KPQ.

Trailblazing Brings Fight

Mr. Jones' intrepid and trailblazing ways soon landed him in the middle of a first-rate fight. In 1931 he had instituted broadcasting of local news in Wenatchee and Bellingham to the consternation of newspapers in the latter city. When in 1933 he adopted an editorial policy in Bellingham to augment local news the controversy with newspapers blazed into the open.

At one time, Mr. Jones was faced with 12 lawsuits and hearings before the FCC, including "KVOS vs. Associated Press" in the U. S. Supreme Court. The only case he lost was settled out of court for $75. The KVOS byline which precipitated the newspaper fight read: "That will be all until 9 o'clock tonight when we will clean up the news of the day and make it unnecessary for you to read your morning newspaper." Within three years, according to Mr. Jones, one morning and one afternoon newspaper folded, leaving a solitary afternoon publication.

The KVOS-AP case, according to Mr. Jones, resulted from his refusal to sign a press-radio agreement limiting the amount of news a station could broadcast and limiting time of broadcast to favor newspaper publication time. KVOS won on a technicality, but from that time all wire services began to sell to radio, Mr. Jones says. AM news currently represents 25-30% of KVOS-KPQ income.

The court battles told on Mr. Jones' health and he was forced to take a leave of absence from 1942-44, whereupon in 1944 he entered politics and served as head of the Washington Dept. of Finance, Budget and Business. He soon returned to Bellingham, however, and this time began pioneering in a new field, small-market television.

Pioneered ARBI

Mr. Jones was a pioneer in development of ARBI, the Advertising Research Bureau Index, which measures radio's dollar-for-dollar results in comparison with other media instead of by radio listenership as do some other research organizations.

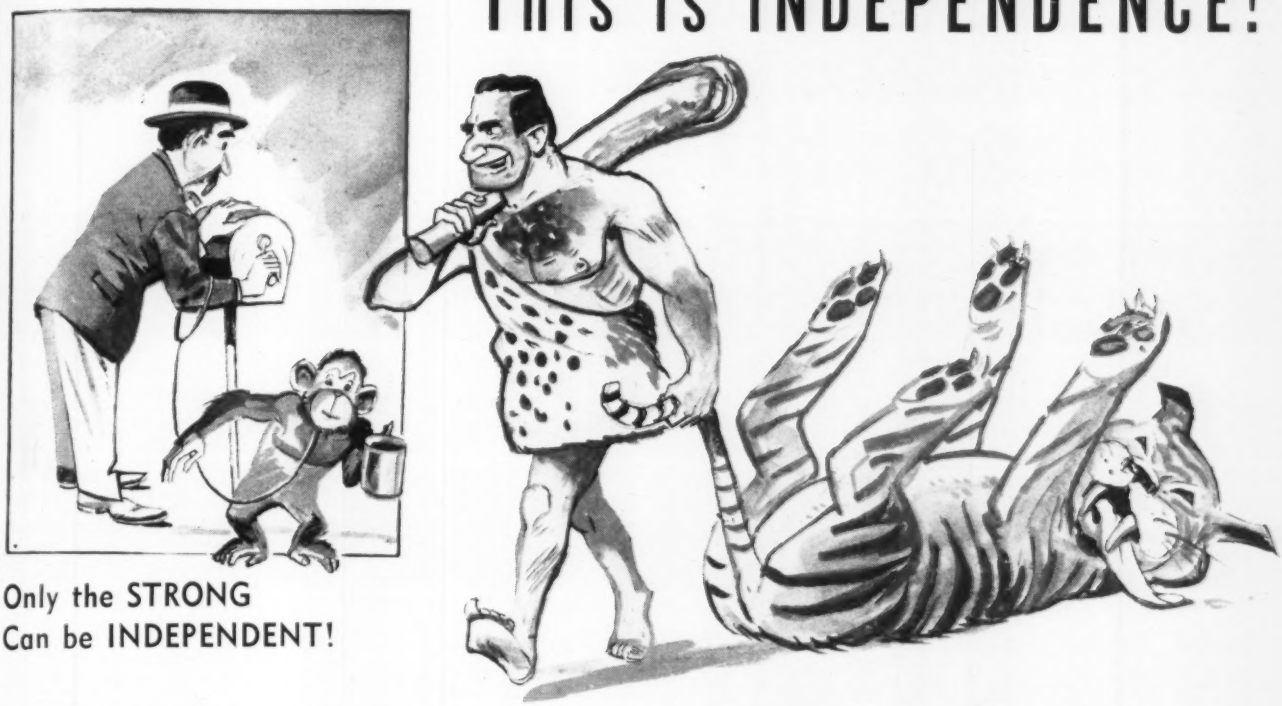
He concluded that small-market TV would work if rates and costs were kept low enough for local advertisers. Then he set out to build a ready-made audience for the advent of KVOS-TV by devising a $50,000 community antenna TV system. The system brought TV sets to 15% of area radio homes and proved so profitable that he has expanded it to Bellingham and Wenatchee to compete with KVOS-TV and the planned KPQ-TV.

KVOS-TV began telecasting in May 1953 with 33.4 kw effective radiated power at a cost of only $85,000, all equipment, transmitter and studio gear, except for the projector, having been constructed by KVOS technicians. Visiting engineers have called it equal and in some cases superior to factory-built gear, Mr. Jones says.

Mr. Jones, who will be 58 next month and is a native of Memphis, Tenn., is married to former concert violinist Catherine Smith of Bellingham. Their two children, Susan and Rogan Jr., are attending eastern universities.

This is dependence

This is INDEPENDENCE!



Only the STRONG
Can be INDEPENDENT!

The word independent means *competent*, a perfect description of *independent* radio. All the leading independent radio stations are a strong, competent, competitive sales force in their cities—strong because their success has resulted from their own abilities; competent in catering to what the "home town folks" want in radio programming; competitive because listener-loyalty pays off with better results for national advertisers!

When you really want profitable results, schedule America's leading independent stations. Write for the facts to any AIMS station listed below.

THESE ARE STRONG, *INDEPENDENT* RADIO STATIONS:

WCUE — Akron, Ohio
WCOP — Boston, Mass.
WDOK — Cleveland, Ohio
KMYR — Denver, Colorado
KCBC — Des Moines, Iowa
WIKY — Evansville, Indiana
KNUZ — Houston, Texas
WXLW — Indianapolis, Indiana
WJXN — Jackson, Mississippi
WKYW — Louisville, Kentucky
WMIL — Milwaukee, Wisconsin
WMIN — Minneapolis—St. Paul, Minn.
WKDA — Nashville, Tennessee
WAVZ — New Haven, Conn.
WBOK — New Orleans, La.
KBYE — Oklahoma City, Okla.
KOWH — Omaha, Nebraska
KXL — Portland, Oregon
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KEAR — San Mateo, California
KLAN — Seattle, Washington
KREM — Spokane, Washington
WACE — Springfield, Mass.
KSTN — Stockton, California
KSTL — St. Louis, Missouri
WOLF — Syracuse, New York
KFMJ — Tulsa, Oklahoma
KWBB — Wichita, Kansas
WNEB — Worcester, Mass.
CKNW — Vancouver, B. C., Canada
CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

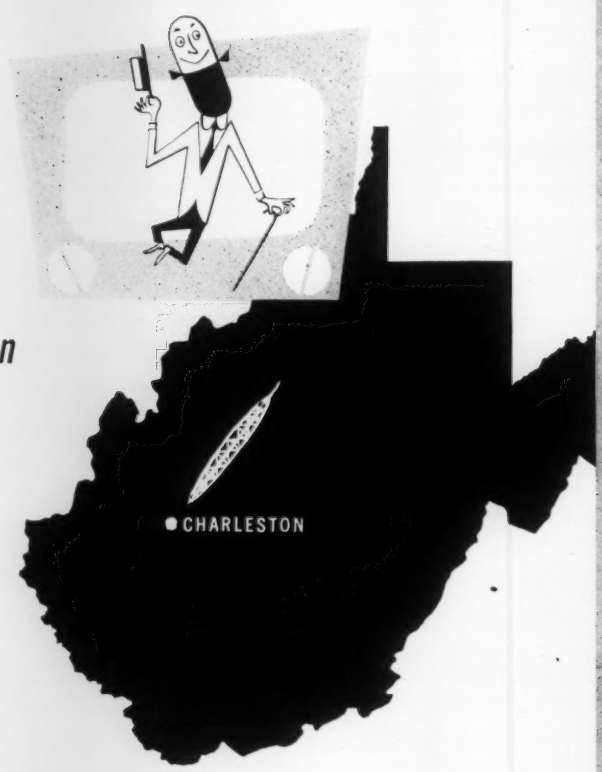
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

it's here . . . **NOW!**

TV *in CHARLESTON, W. VA.*

with **WKNA-TV**



selling the rich multi-million dollar Charleston market!

The television gateway is now open to tap this rich, well-populated industrial market that spends over $620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED TELEVISION**

Jack V. Porter

on all accounts

ADVERTISING brings results, and Jack V Porter, manager of the Los Angeles office o William G. Rambeau Co., is a testimonial t this. A full-page advertisement by WIBC I dianapolis in the June 17, 1946, issue of B•T featured Mr. Porter, then continuity editor, a an example of the talent available on the sta tion. A friend working in the Rambeau Co Chicago office saw the advertisement. He showed it to Mr. Rambeau: Shortly thereafter Mr. Porter became a salesman for the statio representative firm.

An Indiana product, 37-year-old Jack Porte was born in Roachsdale, graduated from Wabash College, Crawfordsville, with a B.A. i English and speech in 1937, and went to work on the *Indianapolis Times*. He was financia editor in 1939 when he entered radio on WISH Indianapolis as a continuity writer. The tall affable Hoosier had become WISH continuity editor in 1942 when the Army took an option on his services.

Pfc. Jack Porter's army career was wide and varied. He helped produce an army show "Khaki Capers," studied French at Fordham U. under the ASTP program and wound up a combat infantryman on the front lines in Europe for 176 consecutive days with the 104th "Timberwolf" Division.

Discharged in July 1945, he became display salesman for the *Indianapolis Star*, then assistant classified manager. Back he went to radio next year, as continuity editor on WIBC. In September 1946 he joined Rambeau Co. as a result of the fateful B•T advertisement.

The Hoosier became a Californian later in 1946, when he was sent to manage Rambeau's Los Angeles office. Leaving the firm in 1949 to become advertising manager of Ceazan Co., local tire and appliance dealer, he rejoined Rambeau two years later.

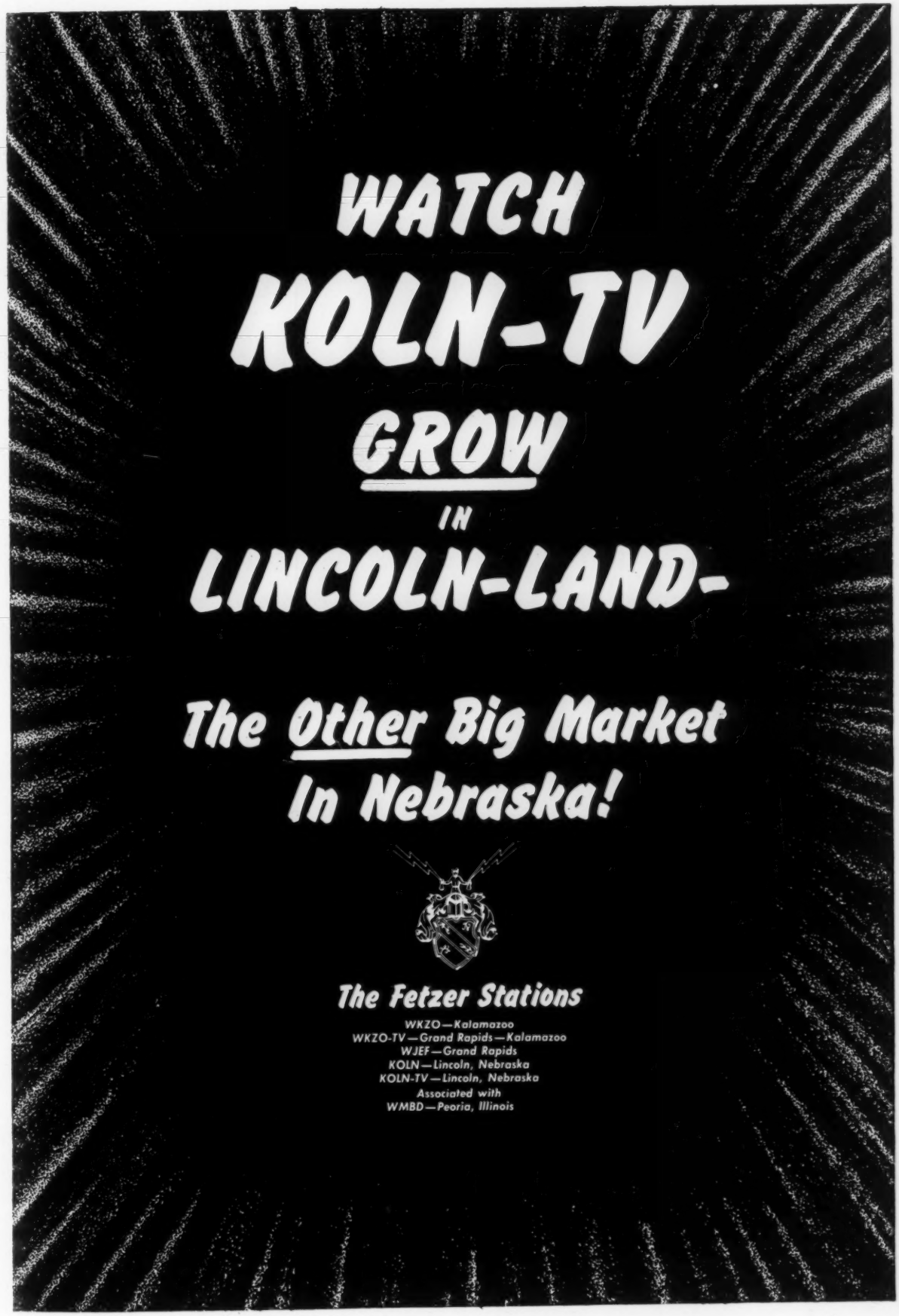
Mr. Porter feels radio has taken a new lease on life. For one thing, he finds it's easier to sell than a year ago. "The high cost of TV production helps radio," he explains.

"Good radio shows are going to stay, even in heavy TV markets," he continues. "The salvation of independents will be music and news. This format is proving itself every day."

In his spare time Mr. Porter writes radio scripts and short stories. He recently sold to *Stars Over Hollywood* on CBS Radio and the Grinnell College (Iowa) patriotic series.

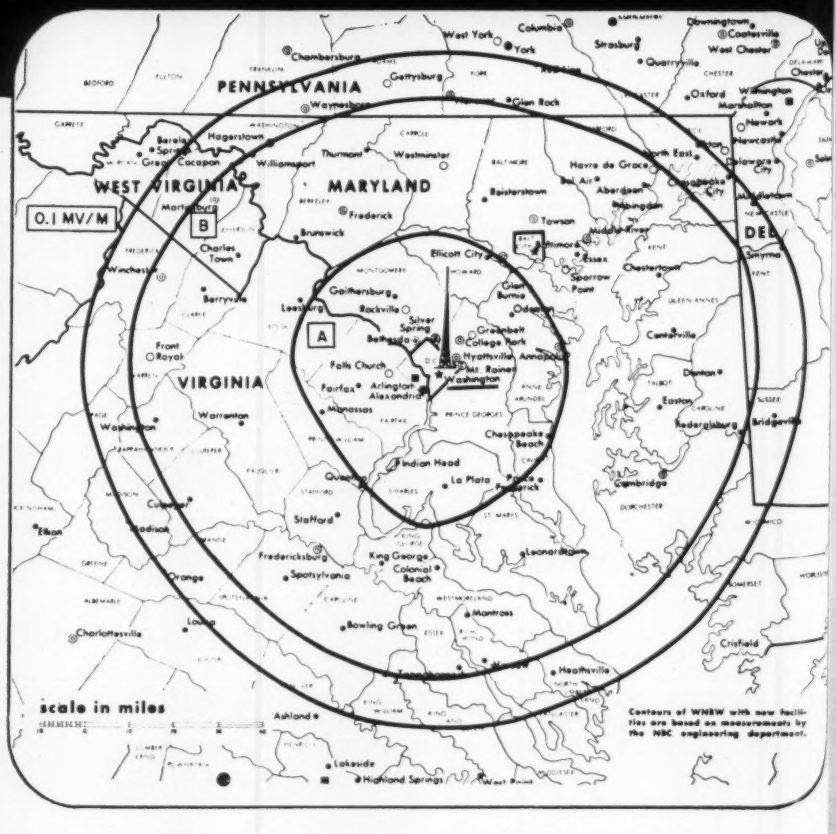
After the war he married the former Dama Wilson, who used to live across the street in Roachsdale.

XUM


WATCH
KOLN-TV
GROW
IN
LINCOLN-LAND-
The Other Big Market
In Nebraska!
The Fetzer Stations
WKZO—Kalamazoo
WKZO-TV—Grand Rapids—Kalamazoo
WJEF—Grand Rapids
KOLN—Lincoln, Nebraska
KOLN-TV—Lincoln, Nebraska
Associated with
WMBD—Peoria, Illinois

WNBW... Washington's ONLY television station with SUPER POWER...100,000 watts

SERVING AN AREA OF 15,800 SQUARE MILES
1,108,600 FAMILIES...OVER 4 MILLION PEOPLE



• With its new maximum power of 100,000 watts and increased tower height, WNBW now is Washington's most powerful television station, serving a larger number of viewers than any other Washington station. Let your advertising message on WNBW prove these facts on your sales chart.

NBC in Washington

WNBW 4
CHANNEL

Represented by NBC Spot Sales

BROADCASTING TELECASTING

September 7, 1953 Vol. 45, No. 10

B•T FORECAST II: FALL TV SALES WELL AHEAD OF '52

Probable 25% increase in network billings is indicated. Factors include greater TV network hookups, larger audiences and higher rates for stations which were on the air last October. Spot TV business should do even better, by as much as 25-45%. Survey follows a favorable study of radio time sales a fortnight ago.

TV TIME sales to advertisers this fall will be well ahead of those of a year ago.

That statement can be made without qualification or hesitation. Already, according to BROADCASTING •TELECASTING's annual analysis of video network business, the four TV networks have more sponsored hours signed up for this coming October than were on the air in October 1952. The 1953 network hookups generally are larger than those of last year, when fewer stations were on the air. Stations that were on the air then now have larger audiences—and higher rates—than last fall. It seems probable the TV network billings figures for October 1953 will top those for that month last year by about 25%.

Spot TV business for fall will do even better, according to a sampling made last week of leading TV station representatives, who told BROADCASTING •TELECASTING that the spot business on the TV stations they serve will run this fall from 25% to 45% ahead of last fall.

"Considering only the pre-freeze stations on our list, spot business we've placed with them was something under 25% better this January than in January 1952," one representative said. "By June, the spot business on these stations totaled something over 50% better than the previous June. The precentage of increase won't be as large this fall—last fall's business was very good—but it will be far ahead in terms of actual dollars."

TV Network Time Sales for Fall

Network	Hours of Network Commercials On Air in Oct. 52	Sold as of Aug. 15, '52	Sold as of Aug. 15, '53
DAYTIME			
ABC	5:30	2:45	6:15
CBS	16:45	17:00	24:45
DuM	5:30	8:30	5:10
NBC	16:22½	14:37½	18:12
Total	44:07½	42:52½	54:22
EVENING			
ABC	8:00	6:30	8:40
CBS	23:30	24:00	26:00
DuM	8:15	8:15	8:30
NBC	24:45	23:45	22:30
Total	64:30	62:30	65:40
TOTALS			
ABC	13:30	9:15	14:55
CBS	40:15	41:00	50:45
DuM	13:45	16:45	13:40
NBC	41:07½	38:22½	40:42
Total	108:37½	105:22½	120:02

Still Selling

The comparisons of TV network advertising, itemized in the table starting on page 29 and summarized in the table on this page, are intended to provide a preview of the fall business outlook of the networks, but make no claim to do anything more than that. Between the time that these data were tabulated, Aug. 15, and October when the fall-winter business cycle will be underway, lie six to eight weeks during which many sales can be made, and the TV network sales staffs show every indication that they'll keep on selling as long as a single time period is open.

On the basis of last year's sales, measured by time units, not dollars—and it should be kept in mind that the relationship between the two is far from a firm, constant ratio—the number of TV network-sponsored hours telecast in October was only slightly ahead of the total sold in August. This is in vivid contrast to the experience of the radio networks [B•T, Aug. 31], which showed a rise of more than 20% between time sold in August and used in October.

Even if not a single sale of TV network time was to be made between now and October—an extremely unlikely occurrence—the 1953 total of TV network sponsored hours would top that of October 1952 by a comfortable margin and, as explained a few paragraphs back, by a lot more than that dollarwise. There's even room for a few losses—such as that suffered last fall by DuMont, when a football series contracted in August fell through before October, reducing the number of DuMont daytime hours a week by three—without bringing the 1953 fall business down to last fall's level.

Most noticeable increase in the sale of TV network time over last fall is that of CBS during the daytime hours before 6 p.m. Six hours of *Arthur Godfrey Time* (Monday through Thursday, 10-11:30 a.m.), five hours of daytime serials (Monday through Friday, noon to 1 p.m.), Colgate's three hours (*Strike It Rich* for three morning half-hours and *Big Payoff* for a like amount of afternoon time), two hours and a half of Garry Moore's afternoon program and a like amount of *Houseparty*, plus Campbell Soup's three-a-week sponsorship of *Double or Nothing*, Seeman Brothers' twice-a-week sponsorship of *I'll Buy That* and American Dairy's similar purchase of the *Bob Crosby Show*, plus some Saturday and Sunday pre-evening commercials boost the CBS-TV daytime total to 24 hours and 45 minutes worth of sponsored time, a 50% increase over this network's commercial time total last October.

As viewed by the sales heads of the TV networks, in statements prepared for publication in this issue of BROADCASTING • TELECASTING, the outlook is uniformally rosy for the TV networks. ABC's Charles R. Abry could have been speaking for them all and not for ABC alone when he termed the present situation "the beginning of a bright new era." Mr. Abry, who is national director of TV sales for ABC's TV Network, said in full:

HERB SHRINER'S *Two for the Money* returns in its new Saturday night spot on CBS-TV for Old Gold cigarettes. P. Lorillard Co. sponsored a moonlight cruise on the Hudson River (renamed the Wabash for the night) to mark the fall start. Hoosier-hatted and waiting to receive a party of TV-radio editors are (l to r) Lorillard President William J. Halley, Chairman of the Board H. A. Kent and Alden Jones, vice president and director of advertising.

"From even a quick glance at the roster of national advertisers who this year will be sponsoring the new top-flight video presentations that the ABC-TV Network will be offering, it immediately is apparent that a great number of the 'blue chip' advertisers in their respective industries will be in ABC's family of advertisers.

"Securing such a stellar roster of national

advertisers is gratifying, but it is by no means a climax to the goals we have set for ourselves at ABC.

"There is as yet, we feel, a great untried and untapped potential among national advertisers of important stature to whom television is still an unknown quantity.

"It is our hope, through the success we are sure will be created with our present group of advertisers on the ABC-TV Network—to attract others into our network family, sponsoring programs that the ABC-TV Network has diligently and carefully evaluated in terms of entertainment and audience appeal, which we feel each of such properties is certain to secure.

"We are fully confident that this is but the beginning of a bright new era for the ABC-TV Network, its advertisers and audience."

"The outlook for fall is very good, both daytime and nighttime," stated William H. Hylan, vice president in charge of network sales, CBS Television. "Many new sponsors and new shows will be on the CBS Television schedule. Significant changes this fall place the *Gene Autry Show* in the 8-8:30 p.m. Tuesday period, with the new *Red Skelton* program following in the Tuesday, 8:30-9 p.m. spot. The Saturday night picture will be commercial from 7:30 to 11 p.m., another significant change from last season.

"The CBS Television daytime commercial schedule shows Arthur Godfrey sold solid for his hour-and-a-half morning simulcast, Monday through Thursday. The *Bob Crosby Show* to premiere Sept. 14, already has three quarter-hour periods sold and the *Garry Moore Show* is sold out. Among the new programs to be seen on the network in the fall are: *Medallion Theatre* sponsored by Chrysler Corp.; *Peak of the Sports News*, sponsored by Commercial Solvents Corp., *My Favorite Husband*, sponsored by International Silver Co.; *Person to Person*, sponsored by American Oil Co. in East, Hamm Brewing Co. in Midwest; *Pentagon U.S.A.*, sponsored by Philip Morris & Co. and Remington Rand (alternate weeks); *Meet Mr. McNutley*, sponsored by General Electric Co.; *Mirror Theatre*, sponsored by Revlon products Corp.; *Life with Father and Mother*, sponsored by S. C. Johnson & Son Inc.; *Man Behind the Badge*, sponsored by Bristol-Myers Co.; *Topper*, sponsored by R. J. Reynolds Tobacco Co.; *Two for the Money*, sponsored by P. Lorillard Co., and *Juvenile Jury*, sponsored by Geritol and Serutan Co."

Ted Bergmann, general manager of the DuMont Television Network, stated:

"DuMont expects 1953-54 to far surpass every year in its history. During the summer, the network signed four new commercial programs, with the promise of many more to come. Set to start this fall, these programs will be sponsored by Monarch Wine Corp., P. Lorillard Co., International Shoe Co., Welch's Wine Division of Quality Importers Inc.

"Sportswise, the network will present the most comprehensive schedule of pro football games ever televised by any single web—49 games to be seen in 108 cities. The games will be sponsored by Westinghouse Electric Corp., Atlantic Refining Co., William S. Scull Co., Chester Ford Dealers Assn., and Pittsburgh Zone Chevrolet.

"Responsible for this upsurge in business are DuMont's 'Four Freedoms'—freedom from 'must-buy' market, freedom of program choice, freedom from the limitations imposed by the period the advertiser purchases, and from high time costs.

"Also of great attraction to advertisers this season is DuMont's ablitiy to clear stations. For its opening football game—the All-Stars classic—DuMont cleared 86 stations, a number unrivaled in TV's football history. The Bishop Sheen series—*Life Is Worth Living*, currently has a line-up of 111 stations—a month before it returns to DuMont. On other programs, the network's average clearance is double that for 1952, and indications are that the ratio will increase during the coming season.

"Program-wise, the network expects to step up its production of live shows, which it can produce for less than 50% of the cost of filmed programs. Greatly responsible for this ability is DuMont's recently opened Tel-Centre, which combines all production under one roof. This structure, plus the two theatres—Adelphi and Ambassador—will make for an even more streamlined, well-oiled production operation.

"With advertisers more and more interested in our low rate structure, our hand-tailored networks, our economical production costs, we are confident that the coming season will find us way ahead of last year."

T. F. Flanagan, managing director, Station Representatives Assn., summarized the TV spot situation this way:

"Naturally, there are high percentage gains in spot TV, higher every month, because there are so many new stations coming on the air. Those national and regional advertisers who rely on spot TV for all or an important part of their mass selling, tend to increase the number of stations as the new ones come on the air.

KICKOFF luncheon marking Canada Dry's sponsorship of the TV film series, *Annie Oakley* [B•T, Aug. 31], has Gail Davis, sharpshooting Western heroine in the lead role, saying "howdy" to (l to r) W. S. Brown, advertising director of Canada Dry; J. M. Mathes, president, J. M. Mathes Inc., Canada Dry's agency, and Merle Jones, vice president, CBS Television Film Sales. *Annie Oakley* will start in January on more than 50 stations.

"For instance, to take a few at random, comparing the number of markets used for spot campaigns in the first quarter of 1952 and the second quarter of 1953, according to published figures:

	No. of Markets	
	First Quar. 1952	Second Quar. 1953
Procter & Gamble	181	336
Brown & Williamson Tob. Co.	128	229
Toni Co.	15	112
Bulova Watch Co.	63	90
General Foods Corp.	27	76
Colgate-Palmolive-Peet Co.	61	76
American Chicle Co.	17	75
Miles Labs.	39	74
National Biscuit Co.	12	64
Reynolds Tobacco Co.	37	54
Carter Products Inc.	13	49
Frawley Corp. (Paper-Mate pens)	4	54

"The total number of markets used by the 25 top spot TV advertisers in the second quarter of this year is 2,053. Those same advertisers a year ago used only 1,101 markets.

"The number of TV spot advertisers also has increased at a sensational rate, 1,876 of them in the second quarter of 1953 against 1,260 in the first quarter, topping the previous high, same quarter a year ago, by 36%.

"To show the increasing reliance on broadcast advertising by advertisers, we need only go back to the relative history of radio and TV spot volume. In 1940, the fifth year of spot radio, volume amounted to $30 million, 23% of the total radio network, national spot and local volume.

"But in TV's fifth year, spot times sales were $82,711,000, and represented 28% of the total of network, national spot and local TV.

"The campaigns of the station representatives for TV program business on a spot basis were rewarded with a large number of leading TV shows wholly spot, and many network shows partially on a spot basis. *Death Valley Days* on a spot basis in 53 markets, is the leading spot program in station use.

"As the stations adjust their rates and guarantee time to the opportunity for sport programs this part of the spot business is getting greater attention from agencies and advertisers.

"There are many problems in spot TV inherent in a new medium with different characteristics from the sister radio business. Fortunately some of these problems have been solved and many more are on the way to solution through the joint efforts of representatives and stations."

Frey's Statement for NBC-TV

George Frey, NBC vice president in charge of television sales, made this statement on the outlook for fall-winter business:

"Once again, NBC-TV enters the fall season with the SRO tag hanging on virtually all of its evening time spots, a further strong indication that NBC-TV offers its clients the best possible values in mass media advertising.

"NBC-TV, the first to put on a big afternoon network show (*The Kate Smith Hour*) and first also with a big morning network show (*Today*), has expanded its daytime programming even further. We find that more and more advertisers are recognizing that here is an area of TV which will stimulate strong sales for them at a relatively low cost.

"Advertisers on NBC-TV in both daytime and evening will be using a much larger station line-up this fall than last, due to the availability of many new stations.

"As for trends for the coming season, I look for an increasing number of advertisers to take advantage of the new, flexible uses of network television, a definite shift of print media funds to TV, an increased popularity for the 'magazine concept' of advertising on TV as exemplified by NBC-TV's *Today*, which enters the fall season with the largest client roster of any one show in the history of television."

Fall Advertisers' TV Time and Charges With Comparisons to 1952

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Adam Hat Stores						
Famous Fights	$ 18,051	DuM	6		0:15	
Admiral Corp.						
Life Is Worth Living		DuM		111		0:30
Aluminum Co. of America						
See It Now	76,860	CBS	34	21	0:30	0:30
American Chicle Co.						
Date With Judy	37,335	ABC	43	72	0:30	0:15
Rocky King	33,318	DuM	35	47	0:15	0:15
Jackie Gleason	47,692	CBS	37		0:15	
American Dairy Assn.						
Bob Crosby		CBS				d1:00
American Hair & Felt Co.						
Today		NBC		45		d0:06
American Home Products Corp.						
Love of Life	212,195	CBS	58	63	d1:15	d1:15
Jack Brickhouse	10,102	DuM	14		0:15	
Sports Showcase		DuM		25		0:15
American Machine & Foundry Co.						
Omnibus		CBS		55		d0:15
American Maize-Products Co.						
Today		NBC		45		d0:12
American Safety Razor Corp.						
Today		NBC		45		d0:06
American Tobacco Co.						
This Is Show Business	107,880	CBS	55		0:30	
Lucky Strike Theatre	99,450	NBC	61	89	0:30	0:30
CBS News	81,980	CBS	21	27	0:30	0:30
Big Story	97,995	NBC	47	58	0:30	0:15
Your Hit Parade	116,610	NBC	59	97	0:30	0:15
Private Secretary & Jack Benny		CBS		96		0:30
Danny Thomas		ABC		123		0:15
Ray Bolger		ABC		76		0:15
Charles Antell Inc.						
Live Like a Millionaire	32,600	ABC	33		0:30	
Armour & Co.						
Today	40,434	NBC	28	45	d0:20	d0:30
Pride of the Family		ABC		53		0:15
Armstrong Cork Co.						
Circle Theatre	70,275	NBC	45	51	0:30	0:30
Atlantic Refining Co.						
Football	47,935	DuM	v	v	d1:30	d0:45 0:45
Avco Mfg. Co.						
Name's the Same	46,095	ABC	45		0:15	
Winchell-Mahoney	53,730	NBC	52		0:15	
Your Hit Parade		NBC		97		0:15
B. B. Pen Co.						
Georgie Jessell		ABC		46		0:07½
Bayuk Cigars						
Ellery Queen	48,000	ABC	11		0:30	
Ringside Interviews	17,640	DuM	6	6	0:15	0:15
Fights		ABC		31		0:25
Beatrice Foods Co.						
Today		NBC		45		d0:06
Benrus Watch Co.						
Show of Shows	34,020	NBC	50	40	0:10	0:10
Best Foods						
Garry Moore	41,710	CBS	52	50	d0:15	d0:15
Hazel Bishop						
This Is Your Life	141,870	NBC	56	59	0:30	0:30
Juke Box Jury		ABC		17		1:00
Block Drug Co.						
Danger	75,570	CBS	32	51	0:30	0:30
Borden Co.						
T Men in Action	88,635	NBC	30	32	0:30	0:30
Borg-Warner Corp.						
Garry Moore		CBS		50		d0:15
Brewing Corp. of America						
Football	14,325	DuM	v	v	d1:30	d0:45 0:45
Bristol-Myers Co.						
Break the Bank	104,430	CBS	51		0:30	
Man Behind the Badge		CBS		55		0:30
Pride of the Family		ABC		53		0:15
Brown Shoe Co.						
Smilin' Ed McConnell	43,500	CBS	39		d0:30	
Smilin' Ed's Gang		ABC		59		d0:30
Brown & Williamson Tobacco Co.						
Orchid Award		ABC		24		0:15
My Friend Irma		CBS		48		0:30
California Packing Corp.						
All Star Revue	64,366	NBC	60		0:20	
Campbell Soup Co.						
Aldrich Family	94,500	NBC	40		0:30	
Soundstage		NBC		39		0:30
Double or Nothing	149,163	CBS	40	42	d1:30	d1:30
Capital Airlines						
Today		NBC		45		d0:18
Carnation Co.						
Burns & Allen	56,610	CBS	58	88	0:15	0:15
Carter Products						
Down You Go	35,855	DuM	25	29	0:15	0:15
Place the Face		CBS		103		0:15
City Hospital	47,160	CBS	45		0:15	
I've Got a Secret	71,715	CBS	48		0:15	
Drew Pearson	21,780	ABC	16		0:15	
Plainclothesman		DuM		23		0:15
This Is Show Business		CBS		67		0:15
Cat's Paw Rubber Co.						
Quiz Kids	57,600	CBS	56		d0:15	
Garry Moore		CBS		50		d0:15
Show of Shows		NBC		40		0:10
Chesebrough Mfg. Co.						
Greatest Fights	44,610	NBC	21	22	0:15	0:15
Chrysler Corp.						
Medallian Theatre		CBS				0:30
You Bet Your Life	151,050	NBC	65	97	0:30	0:30
Clinton Foods						
Arthur Godfrey		CBS		43		d0:30
Colgate-Palmolive-Peet Co.						
Big Payoff	160,888	NBC	60		d1:30	
Big Payoff		CBS		63		d1:30
Howdy Doody	48,420	NBC	48	52	d0:15	d0:15
Strike It Rich	213,315	CBS	61	63	d1:30	d0:15
Mr. & Mrs. North	100,893	CBS	34		0:30	
Strike It Rich	108,510	CBS	38	67	0:30	0:30
Comedy Hour	200,400	NBC	63	95	1:00	1:00
Coca-Cola Co.						
Coke Time		NBC		85		0:30
Commercial Solvents Corp.						
Red Barber		CBS				0:15
Congoleum-Nairn Inc.						
Today		NBC		45		d0:06
Consolidated Cosmetics						
Kate Smith		NBC		50		d0:07½
Consolidated Royal Chemical Corp.						
Arthur Murray Party		CBS				0:15
Continental Baking Co.						
Howdy Doody	42,840	NBC	31	39	d0:15	d0:30
Corn Products Refining Co.						
Kate Smith Hour		NBC		50		d0:07½
Converted Rice						
Garry Moore		CBS		50		d0:15
Helene Curtis Industries						
Welcome Travelers	33,620	NBC	45		d0:15	
Down You Go		DuM		29		0:15
Curtis Publishing Co.						
Keep Posted	48,744	DuM	18		0:30	
Distillers Corp.						
Today	11,890	NBC	37		d0:05	
Doeskin Products						
Kate Smith	37,220	NBC	50	50	d0:15	d0:15
Duffy-Mott Co.						
Jamie		ABC		19		0:15
E. I. du Pont de Nemours & Co.						
Cavalcade of America		ABC		56		0:30
Cavalcade of America	50,580	NBC	22		0:15	
Today		NBC		45		d0:06
Allen B. DuMont Labs						
What's the Story?	9,150	DuM	2		0:30	
Eastco Inc.						
Today	17,791	NBC	37	45	d0:10	d0:03
Electric Auto-Lite Co.						
Suspense	82,545	CBS	33	36	0:30	0:30
Electric Cos. Adv. Program						
You Are There		CBS		56		0:15
Emerson Drug Co.						
Today		NBC		45		d0:12
Firestone Tire & Rubber Co.						
Voice of Firestone	103,680	NBC	50	67	0:30	0:30
Frank H. Fleer Corp.						
Pud's Prize Party	11,140	ABC	9		d0:15	
Florida Citrus Commission						
Happy's Party	7,052	DuM	4		d0:30	
Today		NBC		45		d0:12
Ford Motor Co.						
Ford Theatre	129,900	NBC	50	54	0:30	0:30
Toast of the Town	162,700	CBS	44	81	1:00	1:00
French Sardine Co.						
Arthur Godfrey	52,710	CBS	27	43	d0:30	d0:30
Gemex Co.						
Georgie Jessell		ABC		46		0:07½
General Cigar Co.						
Sports Spot	50,950	CBS	23	34	0:15	0:15
Herman Hickman	39,600	NBC	18		0:15	
General Conference of Seventh Day Adventists						
Faith for Today	20,340	ABC	12	14	d0:30	d0:30
General Electric Co.						
Fred Waring	102,540	CBS	52	68	0:30	0:30
I Married Joan	88,785	NBC	61	69	0:30	0:30
Ozzie & Harriet	50,415	ABC	31	40	0:15	0:15
Mr. McNulty		CBS				0:30
Jane Froman		CBS		32		0:15
General Foods Corp.						
Life With Luigi	84,870	CBS	38		0:30	
Mama	110,925	CBS	36	37	0:30	0:30
Roy Rogers	56,052	NBC	30	36	0:30	0:30
Captain Video	158,928	DuM	24		1:30	
Our Miss Brooks	89,025	CBS	28	39	0:30	0:30
Rod Brown		CBS				d0:30
Bob Hope		NBC		77		0:15
Red Buttons		CBS		106		0:30

Source of October 1952 data: Publishers Information Bureau
d—daytime, before 6 p.m.
v—various number of stations for different weeks
n—number of stations not available

XUM

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
General Mills						
Bride & Groom	203,320	CBS	46	47	d1:15	d0:45
Lone Ranger		CBS		6		d0:30
Lone Ranger	107,700	ABC	43	49	0:30	0:30
Stu Erwin	134,145	ABC	58	65	0:30	0:30
Ding Dong School		NBC		38		d0:30
Today		NBC		45		d0:30
General Motors Corp.						
Arthur Godfrey	72,815	CBS	44	43	d0:30	d0:30
Circus Hour	46,825	NBC	54		0:15	
Milton Berle		NBC		110		0:45
Dinah Shore	136,710	NBC	44	49	0:30	0:30
Football	415,000	NBC	64	81	d3:00	d3:00
CBS News	129,480	CBS	20	29	0:45	0:45
Football Scoreboard	59,780	NBC	45		d0:15	
Gerber Products Co.						
Kate Smith	49,335	NBC	62	50	d0:15	d0:15
Gillette Co.						
I've Got a Secret	59,430	CBS	61		0:15	
Godfrey & Friends	89,175	CBS	60	100	0:15	0:15
Cavalcade of Sports	132,300	NBC	52	99	0:30	0:30
Down You Go	13,432	DuM	25		0:15	
Kate Smith	49,235	NBC	61		d0:15	
Arthur Godfrey		CBS		43		d0:30
Place the Face		CBS		103		0:15
Bride & Groom		CBS		47		d0:30
Glidden Co.						
Kate Smith	46,385	NBC	55		d0:15	
Good Foods						
You Asked for It	9,840	ABC	4	35	0:15	0:15
B. F. Goodrich Co.						
Burns & Allen	53,844	CBS	51	88	0:15	0:15
Goodyear Tire & Rubber Co.						
Television Playhouse	93,100	NBC	56	85	0:30	0:30
Billy Graham Evangelistic Assn.						
Hour of Decision	27,920	ABC	14		0:15	
Green Giant Co.						
Houseparty	32,650	CBS	30	43	d0:15	d0:15
Greyhound Corp.						
Omnibus		CBS		55		d0:15
Griffin Mfg. Co.						
Your Show of Shows	34,140	NBC	50	40	0:10	0:10
Gruen Watch Co.						
Walter Winchell	40,980	ABC	23	23	0:15	0:15
Gulf Oil Corp.						
We the People	93,840	NBC	37		0:30	
Life of Riley		NBC		38		0:30
Hall Brothers						
Hallmark Theatre	65,520	NBC	40	38	d0:30	d1:00
Theodore Hamm Brewing Co.						
Person to Person		CBS				0:15
Hawley & Hoops						
Candy Carnival	52,592	CBS	50		d0:30	
Hoover Co.						
Garry Moore		CBS		50		d0:15
International Cellucotton Products Corp.						
Arthur Godfrey		CBS		43		d0:30
International Shoe Co.						
Tom Corbett, Space Cadet		DuM		26		d0:30
Kids & Co.	29,164	DuM	23		d0:30	
Howdy Doody	36,705	NBC	51	52	d0:07½	d0:07½
International Silver Co.						
Today	30,452	NBC	35		d0:15	
My Favorite Husband		CBS				0:15
Ironrite Inc.						
Hollywood Screen Test	43,940	ABC	14		0:30	
Andrew Jergens Co.						
It's News to Me	29,040	CBS	19		0:15	
Johnson & Johnson						
Kate Smith	39,540	NBC	62		d0:15	
Show of Shows		NBC		40		0:10
Today		NBC		45		d0:30
S. C. Johnson & Son						
Name's the Same		ABC		54		0:15
Robert Montgomery Presents	99,400	NBC	62	83	0:30	0:30
Life With Father & Mother		CBS				0:30
Kellogg Co.						
Houseparty	44,850	CBS	21	43	d0:30	d0:30
Garry Moore		CBS		50		d0:15
All Star Revue	63,700	NBC	60		0:20	
Super Circus	87,330	ABC	47	66	d0:30	d0:30
Howdy Doody	108,090	NBC	47	50	d0:30	d0:30
Kendall Co.						
Today	9,292	NBC	37		d0:05	
Twenty Questions		DuM		28		0:30
Kiplinger Washington Agency						
Today	11,390	NBC	36		d0:05	
Knomark Mfg. Co.						
Kate Smith	19,540	NBC	60		d0:07½	
Jacques Kreisler Mfg. Corp.						
Tales of Tomorrow	26,280	ABC	20		0:15	
Rocky King		DuM		47		0:15
Lambert Co.						
Ozzie & Harriet	34,260	ABC	31	40	0:15	0:15
Lady Esther Inc.						
Bonino		NBC		57		0:15
Larus & Brother Co.						
Plainclothesman	56,242	DuM	23	23	0:30	0:15
Thomas Leeming & Co.						
Jackie Gleason	35,769	CBS	37		0:15	
James Lees & Son Co.						
Kate Smith		NBC		50		d0:15
Meet the Masters	12,885	NBC	17		d0:15	
Lehn & Fink Products Corp.						
Your Show of Shows	51,150	NBC	51		0:15	
Lever Brothers Co.						
Heaven for Betsy	100,480	CBS	26		0:30	
Lux Video Theatre	58,275	CBS	32	52	0:30	0:30
Arthur Godfrey	112,950	CBS	30	43	d1:00	d0:30
House Party	70,700	CBS	21	43	d0:45	d0:45
Talent Scouts	60,120	CBS	21	57	0:30	0:30
Big Town	104,205	CBS	35	55	0:30	0:30
Hawkins Falls	201,434	NBC	34		d1:15	
Liggett & Myers Tobacco Co.						
Godfrey & Friends	85,215	CBS	57	100	0:30	0:30
Perry Como	203,120	CBS	42	35	0:45	0:45
Gang Busters	75,060	NBC	51		0:15	
Dragnet	38,520	NBC	56	75	0:15	0:30
Arthur Godfrey		CBS		43		d0:30
Lionel Corp.						
All Aboard	15,058	CBS	37		d0:15	
Lonaines-Wittnauer Watch Co.						
Chronoscope	61,590	CBS	22		0:45	0:45
P. Lorillard Co.						
The Web	90,180	CBS	40	81	0:30	0:30
Chance of a Lifetime	102,120	ABC	38		0:30	
Two for the Money	93,627	NBC	57		0:30	
Two for the Money		CBS				0:30
Club Embassy	54,510	NBC	39		0:15	
Chance of a Lifetime		DuM		10		0:30
Judge for Yourself		NBC		81		0:30
Luden's Inc.						
Twenty Questions	36,702	DuM	26		0:30	
Howdy Doody	51,060	NBC	44		d0:15	
M & R Dietetic Labs						
Today		NBC		45		d0:12
Magic Chef Inc.						
Today		NBC		45		d0:06
Mars Inc.						
Super Circus	85,320	ABC	42	66	d0:30	d0:30
C. H. Masland & Sons						
Tales of Tomorrow	38,250	ABC	17		0:15	
Garry Moore		CBS		50		d0:15
Miller Brewing Co.						
Football	23,850	DuM	v	v	d1:30	d0:45 0:45
Minute Maid Corp.						
Kate Smith	46,600	NBC	54		d0:15	
Jules Montenier Inc.						
What's My Line?	93,990	CBS	43	47	0:30	0:30
Philip Morris & Co.						
My Hero	93,300	NBC	39		0:30	
Bonino		NBC		57		0:15
I Love Lucy	121,740	CBS	65	101	0:30	0:30
Racket Squad	123,750	CBS	48		0:30	
Pentagon USA		CBS		40		0:15
Morton Packing Co.						
Today		NBC		45		d0:06
Murine Co.						
Today		NBC		45		d0:06
Arthur Murray School of Dancing						
Arthur Murray Party	18,072	DuM	7		0:30	
Mutual Benefit Health & Accident Assn.						
On the Line With Considine	35,680	NBC	31	44	0:15	0:15
Arthur Godfrey		CBS		43		d0:30
National Dairy Products Corp.						
Kraft Television Theatre	208,200	NBC	47	49	1:00	1:00
Big Top	81,500	CBS	46	53	d1:00	d1:00
Nestle Co.						
Kate Smith	35,330	NBC	51		d0:15	
Jackie Gleason		CBS		59		0:15
Norwich Pharmacal Co.						
Sunday News Special	18,140	CBS	19	23	0:15	0:15
Owens-Corning Fiberglas Co.						
Arthur Godfrey	61,555	CBS	31	43	d0:30	d0:30
Pabst Brewing Co.						
Fights	152,720	CBS	56	69	0:45	0:45
Pearson Pharmacal Co.						
Hollywood Opening Night	89,520	NBC	40		0:30	
Penick & Ford						
Kate Smith	49,575	NBC	56		0:15	
Pepsi-Cola Co.						
Short, Short Stories	107,520	NBC	33		0:30	
Pepsi-Cola Playhouse		ABC		28		0:30
Pet Milk Co.						
All Star Revue	63,700	NBC	60		0:20	
Original Amateur Hour		NBC		66		0:30
Philco Corp.						
Television Playhouse	95,800	NBC	58	85	0:30	0:30
Pillsbury Mills						
Godfrey & Friends	57,510	CBS	56	100	0:15	0:15
Kate Smith	45,310	NBC	53		0:15	
Houseparty	109,620	CBS	28	43	d1:00	d1:00
Arthur Godfrey	126,890	CBS	32	43	d1:00	d1:00
Polaroid Corp.						
Today	4,546	NBC	36	45	d0:05	d0:12

Advertiser / Program	Gross Time Charges Oct. '52	Net-work	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Procter & Gamble Co.						
The Doctor	99,990	NBC	50		0:30	
Welcome Travelers	136,010	NBC	58	61	d1:00	d2:00
Fireside Theatre	96,165	NBC	59	60	0:30	0:30
Search for Tomorrow	230,125	CBS	62	62	d1:15	d1:15
Kate Smith	171,820	NBC	59		d1:00	
Rocky King	29,232	DuM	30		0:15	
Red Skelton	112,410	NBC	58		0:30	
Those Two	235,060	NBC	50		0:45	
Guiding Light	224,365	CBS	58	55	d1:15	d1:15
Letter to Loretta		NBC		50		0:30
On Your Account		NBC		74		d1:30
Paul Winchell		NBC		76		0:30
Beulah	43,740	ABC	34		0:30	
Prudential Insurance Co. of America						
Your Show of Shows	24,855	NBC	49		0:15	
You Are There		CBS		56		0:15
Purex Corp.						
Jackie Gleason		CBS		59		0:15
Garry Moore		CBS		50		d0:15
Quaker Oats Co.						
Gabby Hayes	81,567	NBC	34	34	d0:30	d0:30
Zoo Parade	78,240	NBC	44	52	d0:30	d0:15
Quality Importers						
On Your Way		DuM		10		0:30
Radio Corp. of America.						
Dennis Day		NBC		45		0:30
RCA Victor Show	118,275	NBC	47		0:30	
Kukla, Fran & Ollie	45,495	NBC	49		d0:15	
Ralston Purina Co.						
Space Patrol	42,975	ABC	34	49	d0:30	d0:30

VITAMIN Corp. of America came out of this huddle with a contract for a multi-exposure campaign of announcements on WNBT (TV) New York's *Herb Sheldon Show* and the Morey Amsterdam show, *Breakfast With Music*. The pact-makers are (l to r) Mr. Sheldon; Mr. Amsterdam; Martin Harrison, NBC Spot Sales; Morton Edell, Vitamin Corp. president; Jay Heitin, WNBT sales manager, and Hope Martinez, BBDO.

Remington Rand Inc.						
Pentagon USA		CBS		40		0:15
Revere Copper & Brass						
Meet the Press	60,000	NBC	20	22	0:30	0:15
Revlon Products Corp.						
Mirror Theatre		CBS				0:30
Rexall Drug						
Diamond Jubilee	19,920	ABC	11		0:15	
Paul Dixon		DuM		9		d0:50
Reynolds Metals Co.						
Mr. Peepers	80,430	NBC	39	56	0:30	0:30
R. J. Reynolds Tobacco Co.						
Man Against Crime	117,270	CBS	48		0:30	
Camel News Caravan	401,200	NBC	53	66	1:15	1:15
Your Show of Shows	108,090	NBC	55		0:30	
My Friend Irma	120,375	CBS	47		0:30	
Man Against Crime		NBC		62		0:30
Topper		CBS		76		0:30
I've Got a Secret		CBS		57		0:30
River Brand Rice Mills						
Paul Dixon		DuM		9		d0:50
Rosefield Packing Co.						
You Asked for It	63,225	ABC	25	35	0:15	0:15
S.O.S. Co.						
Your Show of Shows	34,020	NBC	50	40	0:10	0:10
Hawkins Falls		NBC				d0:30
Schenley Industries						
Amos 'n' Andy	71,865	CBS	45		0:15	
Schick Inc.						
Jackie Gleason	47,126	CBS	37	59	0:15	0:15
Crime Syndicated	39,810	CBS	36		0:15	
This Is Show Business		CBS		67		0:15
Joseph Schlitz Brewing Co.						
Playhouse of Stars	118,440	CBS	45	65	0:30	0:30
Scott Paper Co.						
Music Hall	36,810	NBC	28		0:15	
My Little Margie		NBC		42		0:30
Omnibus		CBS		55		d0:15
Sealy Inc.						
Balance Your Budget	22,512	CBS	38		0:15	
Come-Back		ABC				0:30
Seeman Brothers Inc.						
Today	5,400	NBC	31		d0:25	
I'll Buy That		CBS		35		d1:00
Serutan Co.						
Life Begins at 80	71,835	DuM	32	52	0:30	0:30
Battle of Ages	56,400	CBS	18		0:30	
W. A. Sheaffer Pen Co.						
Jackie Gleason		CBS		59		0:15
Sherwin-Williams Co.						
Ray Bolger		ABC		76		0:15
Shwayder Brothers Inc.						
Welcome Travelers	33,770	NBC	48		d0:15	
Your Show of Shows		NBC		40		0:10
Simmons Co.						
It's News to Me	34,050	CBS	26		0:15	
My Favorite Husband		CBS				0:15
Simoniz Co.						
Kate Smith	48,085	NBC	59	50	d0:15	d0:15
Big Story		NBC		51		0:15
Singer Mfg. Co.						
Four Star Playhouse	40,194	CBS	35	75	0:15	0:30
Smith Bros.						
Today		NBC		45		d0:06
Speidel Corp.						
Winchell-Mahoney	53,460	NBC	51		0:15	
Name That Tune		NBC		59		0:15
Spring Mills						
Today		NBC		45		d0:09
E. R. Squibb & Co.						
Today		NBC		45		d0:12
Standard Brands						
Howdy Doody	60,525	NBC	48	53	d0:15	d0:45
Today		NBC		45		d0:18
Standard Oil of Indiana						
Football	18,050	ABC	9	20	d3:00	d3:00
Person to Person		CBS				0:15
Standard Packaging Corp.						
Today		NBC		45		d0:06
Sterling Drug						
Inspector Mark Saber	42,390	ABC	13		0:30	
Stokely-Van Camp						
Garry Moore	49,950	CBS	59		d0:15	
Sunbeam Corp.						
Ethel & Albert		NBC		59		0:30
C. A. Swanson & Son						
Name's the Same	67,680	ABC	45	54	0:15	0:15
Sweets Co. of America						
Tootsie Hippodrome	22,845	ABC	23	32	d0:15	d0:30
Swift & Co.						
Sky King	23,790	NBC	20		d0:15	
Sky King		ABC		65		0:15
Garry Moore		CBS		59		d0:15
Sylvania Electric Products						
Beat the Clock	90,060	CBS	38	57	0:30	0:30
Texas Co.						
Texaco Star Theatre	133,725	NBC	54		0:45	
Thor Corp.						
Quick as a Flash		ABC		33		0:15
Tide Water Associated Oil Co.						
Broadway to Hollywood	24,975	DuM	7	9	0:30	0:30
Trailer Coach Mfrs. Assn.						
Today		NBC		45		d0:06
U. S. Steel Corp.						
U. S. Steel Hour		ABC		105		0:30
U. S. Rubber Co.						
Today		NBC		45		d0:18
U. S. Tobacco Co.						
Martin Kane	128,205	NBC	62	63	0:30	0:30
Universal Appliances						
Kate Smith		NBC		50		d0:15
A. C. Weber & Co.						
This Is My Melody	16,440	ABC	6		0:30	
Welch Grape Juice Co.						
Howdy Doody	23,690	NBC	48	52	d0:07½	d0:07½
Westinghouse Electric Corp.						
Studio One	184,250	CBS	54	60	1:00	1:00
Pick the Winner	141,975	CBS	n		0:30	
Pick the Winner	17,970	DuM	4		0:30	
Football		DuM		v		0:45 d0:45
Wine Corp. of America						
Where Was I	57,004	DuM	35		0:30	
Dollar a Second		DuM		62		0:30
William Wrigley Jr. Co.						
Gene Autry	43,560	CBS	11	12	0:30	0:30
Young People's Church of the Air						
Youth on the March	19,932	DuM	8		0:30	

HADACOL AIMS PITCH TO RADIO COMEBACK

LeBlanc Corp. has new radio agreement twist for its patent medicine. Lewis L. Block reveals plan whereby station would be paid according to the percentage of Hadacol sales in its coverage area.

HADACOL, which achieved nationwide fame through a shrewd combination of New Orleans jazz, hard selling and wide use of radio to disseminate both, is trying for a comeback, also via radio, but with a new twist—that stations shall be paid not according to their card rates but at a scale based on a percentage of Hadacol sales in each station's coverage area.

An agreement form, now being offered to stations by Lewis L. Block, manager of radio station relations for LeBlanc Corp., manufacturer of Hadacol, calls for the station to broadcast a certain number of Hadacol announcements per week, with the sponsor providing transcriptions or copy, and then states:

Monthly Payment

"The LeBlanc Corp. will pay monthly, direct to the radio station named above, an amount equal to 30% of all net factory shipments of Hadacol, liquid or capsules, into the area described on the reverse side hereof. LeBlanc will mail to the radio station copies of all invoices covering factory shipments into the area described herein."

In case this commission arrangement should work out favorably for any station, LeBlanc thoughtfully has inserted into its station contract form the stipulation that "a regular schedule based on Hadacol's usual rate may be instituted at any time, on the option of Hadacol, on two weeks' notice. It is also agreed that this agreement may be terminated by either party thereto on 30 days written notice."

Station Representatives Assn. reported that all SRA members have been informed of this offer and that they are advising the stations they represent to accept Hadacol business only on card rates.

ChicCafe Starts 3-Second Spots on About 18 Outlets

WHAT is said to be the shortest commercial ever to appear on radio—three seconds—has just been set in a month-long test by Donahue & Coe for its client ChicCafe, made by Southland Coffee. Firm is using three-word announcements about 25 times per day in 6 markets on about 18 stations.

Special Rate

Since stations do not have rates that low, the station's representatives, stations themselves and the agency have arrived at a special rate for the unusual campaign.

Most stations have already agreed to accept the three-second "quickies" and for the few stations that did not, a 10-second spot was placed, but the frequency was cut accordingly. The schedule started Aug. 30.

Copy of the spots reads: "Mothers say ChiCafe," "Fathers say ChicCafe," "Dentists say ChicCafe," "Policemen say ChicCafe," etc., enumerating practically every profession.

Ten Fingers in P. I. Pie

TIME—lot's of it and who cares—is the essence of a new type of per inquiry venture that has just joined the ranks of phooey-on-rate-card contracts.

How-can-you-lose?, implies The House of Ten Fingers, whose nimble digits are producing form letters that tell of a "guaranteed per-inquiry basis."

This is the way it works, according to Linnea Daybu, writing to stations on behalf of the House of Ten Fingers (P. O. Box 1008, Oak Park, Ill.):

"We will place an order for $100 with you and send you a transcription to be programmed at your discretion until 100 inquiries have been received. Upon receipt of the 100 inquiries we will send you another order for $100, following this procedure as long as it is mutually profitable.

"The product is Ten Fingers Hair Care, a nationally established and reputable hair preparation. The transcriptions are top quality productions, representative of good taste in the presentation of the sales story."

WNAC, Reynolds Tobacco Slate Football Coverage

FOOTBALL play-by-play contract, described by WNAC Boston as the "largest in the history of Boston radio," has been signed by R. J. Reynolds Tobacco Co. on the station, Linus Travers, executive vice president of the Yankee Network, announced last week.

Combined Schedules

Sponsorship is for the combined schedules of all 18 home-and-away games of Boston College and Holy Cross. Lester Smith of Yankee will describe 13 games and Vin Maloney the color, while Bill Crowley, of the Holy Cross publicity staff, will do play-by-play of the five remaining games. WNAC will add WAAB Worcester, Mass., for home-and-away games of Holy Cross, and WVOM Boston for games when the schedule is in conflict.

"Nelson, maybe you can guess it. She doesn't remember the name, but she's humming the commercial."

Reprinted from BETTER HOMES & GARDENS

DTN Adds 3 Advertisers For Pro Football Games

THREE advertisers were added last week to the group that will sponsor DuMont Television Network's coverage of professional football games this fall.

Signed to share in sponsorship of the Philadelphia Eagles and Pittsburgh Steelers games, they are William S. Scull Co. for its Boscul Coffee [B•T, Aug. 24], through Lamb & Keen Inc.; Chester Ford Dealers Assn., through J. Walter Thompson Co., and Pittsburgh Zone Chevrolet Dealers, through Ketchum, MacLeod & Grove.

Scull Co. and Chester Ford Dealers each will sponsor one playing quarter of five Eagles games and the one other contest in eight markets, with Atlantic Refining Co., through N. W. Ayer & Son, sponsoring the other two quarters. Pittsburgh Zone Chevrolet Dealers will share equally with Atlantic Refining in sponsoring six Steelers games in four markets.

The DuMont schedule calls for coverage of 49 games on national and regional bases, using a total of 108 markets.

Rayco Boosts Fall Budget Three Times Over '52 Season

RAYCO auto seat covers, New York, has increased its fall budget three times over last year's and is now planning a year-around advertising schedule instead of the seasonal campaigns previously used.

An example is Rayco's contract for 13 one-minute television spots per week on WNBT (TV) New York for 52 weeks. In addition to this, the firm's largest single TV commitment, Rayco also has bought 30 radio spots and 12 ten-minute programs per week on WNEW New York for 12 weeks.

Similar saturation schedules currently are running in 50 markets where Rayco has franchised operations. Rayco now has 1,159 radio spots per week on 51 stations and 135 TV spots per week on 43 stations. Emil Mogul Co., New York, is the agency.

TV Introduces TobyJell

EXPLORATORY campaign to introduce its product to the New York market is planned by American Brands Corp. for its TobyJell, powdered jelly concentrate. Advertising budget has been set at $250,000, including 100 TV commercials per month over WNBT (TV) and WCBS-TV New York. Radio use is planned after the introductory period.

Philco Stresses '54 Line

SPOT radio and the current network shows of Philco Corp. are being used along with printed media in a continuous 112-day promotion of the company's 1954 radio and TV set line. Campaign commenced last week and will run through Dec. 13, according to John Gilligan, vice president in charge of advertising.

Ohio U. Postpones Meet

OHIO STATE U. has postponed its 10th annual Advertising and Sales Promotion Conference in Columbus from Sept. 25-26 to Oct. 3, Dr. Kenneth Dameron, general conference chairman, announced last Thursday. Section meetings have been eliminated this year and speakers will appear in general sessions, he added. Program for the conference will be distributed soon.

Like Spot Two to One

SPOT radio is preferred two to one over all other major media combined by Richfield oil distributors, who select their own media under a share-the-cost plan with the parent company, Ben W. Pollak, sales promotion manager, Richfield Oil Corp. of New York, said last week. After the firm's spring promotion, an extensive fall-winter campaign will make widespread use of this cooperative radio advertising, Mr. Pollak said. Morey, Humm & Johnstone Inc., New York, is the agency.

Thor Ups TV Coverage

THOR Corp., Chicago (kitchen, laundry appliances), announced last week it will sponsor *Quick as a Flash* on a weekly rather than on an alternating-week basis on the ABC-TV network starting Sept. 10. The program will be telecast live in 15 markets and by kinescope in 23 others, and will be supported by a newspaper and trade advertising campaign.

NEW BUSINESS

Allis-Chalmers Mfg. Co. Sept. 5 renewed for 52 weeks *National Farm and Home Hour* on NBC Radio, Saturdays 12 noon CDT. Agency: Bert S. Gittens Adv., Milwaukee.

Kraft Foods Co., Chicago, Sept. 9 renews for 39 weeks *The Great Gildersleeve* on NBC Radio, Wednesdays, 7:30-8 p.m. CDT. Agency: Needham, Louis & Brorby, Chicago.

Colgate-Palmolive-Peet Co. renews 11-11:45 a.m. block on NBC Radio for 52 weeks, starting Sept. 28. Firm sponsors *Strike It Rich* during first half-hour of this block Mon. through Fri., and *Phrase That Pays* in last quarter-hour, also Mon. through Fri. Agency: William Esty Co., N. Y.

Bristol-Myers Co., N. Y. (Sal Hepatica), renews *Jimmy Wakely Show* on 11 CPRN stations, Sat. 8-8:30 p.m. PST, for 15 weeks starting Sept. 19. Agency is Young & Rubicam, N. Y.

Carnation Co., L. A. (evaporated milk), starts five times weekly quarter-hour transcribed program on 80 Keystone Network radio stations, concentrating on Pacific and southern areas with further expansion planned. Deal, negotiated with Capitol Records Broadcast Sales Div., calls for selection of transcribed music specially aimed at tastes of particular area. Erwin, Wasey & Co., agency servicing account, will prepare copy to be read by local station announcers.

Lifetime Batteries, L. A., sponsors Fourth Pan American Road Race on Columbia Pacific Radio Network, starting Nov. 19 and concluding Nov. 23. Race, run entirely in Mexico, covers 2,000-mile route. Agency: W. H. Hunt & Assoc., L. A.

Corn Products Sales Co., N. Y. (Karo table syrup and Niagara laundry starch), to expand its *Sunshine Sue* series on CBS Radio, Mon.-Fri., from five minutes to 15 minutes daily. Currently heard 4:14-20 p.m., it will be aired 4:14-30 p.m., effective Sept. 7. C. L. Miller, N. Y., is agency.

Gillette Safety Razor Co. of Canada Ltd., Montreal, will sponsor World Series Baseball Games on CBC-TV network. Agency is Spitzer & Mills Ltd., Toronto.

Lewis Food Co., L. A. (Dr. Ross Dog & Cat Food), expanded former quarter-hour *Shirley Thomas From Hollywood* on 27 Columbia Pacific Radio Network stations to half-hour, Sun., 2:30-3 p.m. PDT, from Aug. 30. Agency: Rockett-Lauritzen, L. A.

Shipstad & Johnson Ice Follies starts saturation spot announcement campaign on 16 radio and seven TV Los Angeles area stations, Sept. 9-17, with average of 80 spots daily. Follies premiere, Sept. 17, will be telecast on one local TV station and on an undetermined number of ABC radio stations, 11:30-12 midnight EDT. Agency: Walter McCreery Advertising Inc., L. A.

Sears, Roebuck & Co., L. A., starts 10-day spot announcement campaign on 12 local radio stations Sept. 9, to promote 67th annual sale, with average total of 30 spots daily. Agency: The Mayers Co., L. A.

Marshmallow Fluff, through Harry Frost Co., Boston, starting radio spot campaign effective Sept. 28 for 26 weeks in number of markets.

AGENCY APPOINTMENTS

American Pharmaceutical Co. (vitamin capsules), names Tracy, Kent & Co., N. Y., to handle its advertising.

National Potato Chip Institute appoints Robert Knox Adv., N. Y., to plan and carry out promotion for public relations program to promote consumption of potato chips. **Elmer M. Borsuk** is account executive.

Iceberg Freezer Corp. appoints Robertson Potter Co., Chicago, to handle advertising and sales promotion in connection with introduction of new, upright, drawer-type home freezer. Spot TV and radio will be used.

Reelshav Razor, division of Warner-Hudnut Inc., N. Y., names Ruthrauff & Ryan, N. Y., to handle advertising for its automatic razor, which has continuous blade in cartridge which turns like film in camera and retails for $5.00. Radio and television spots will be used.

Davis Handkerchief Co., N. Y., names Gibraltar Adv., N. Y., to handle advertising for "Sniffies," all-cloth disposable handkerchief. Spot radio will be used.

Lucinda (sportswear and dresses), L. A., appoints Mogge-Privett Inc., that city.

Connecticut Medical Service Inc., New Haven, appoints Wilson, Haight, Welch & Grover Inc., Hartford and N. Y., to handle advertising.

Fairmont Hotel, S. F., appoints Sidney Garfield & Assoc., that city. **Benson M. Sherman** is account executive.

Petco Corp., Milwaukee (oil refineries), appoints Mathisson & Assocs., that city, as its advertising and merchandising counsel. **Paul Warga** and **Joseph Manning** are account executives. Radio and television are tentatively planned.

Mutual Orange Distributors, Fresh Fruit Div., Redlands, Calif., appoints L. J. C. Spruance Adv. Agency, San Gabriel, Calif. TV will be used. **Process Fruits Div.** of Mutual Orange Distributors appoints Barnes-Chase, L. A., to handle that portion of account.

Orange Julius Sales Co. (soft drink stands), L. A., appoints Beckman, Hamilton & Assoc., that city. Radio and TV spots will be used.

Centennial Flouring Mills Co., Seattle, names Cole & Weber, Seattle, to handle its advertising and promotion. **Lee Jacobi** is account executive.

A. J. Meyer Inc., Detroit (retail pharmacy), and **Mortensen's Rug Cleaning Co.,** Oakland, appoint Robert L. Pickering Agency, S. F.

RADIO NEWSREEL

MAKING up their minds on the CBS Radio *Make Up Your Mind* are (l to r) Jay Clark, Ted Bates & Co., producer; James Douglass, Ted Bates & Co. radio-TV dir.; Arthur Henley, owner-dir. of show, and L. M. Marshall, adv. dir. of sponsoring Continental Baking Co.

DISCUSSING promotion plans for biggest oil account in recent years for WFBR Baltimore are (l to r) Robert B. Jones, Socony-Vacuum Inc. vice pres. and gen. mgr.; Harold O. Smith, dist. mgr. of Socony-Vacuum; Fred C. Herbst, dist. marketing assistant, and William S. Pirie, WFBR sales mgr.

ABC radio *Voice of Prophecy* is renewed for fifth straight year by (seated l to r) Robert Kintner, ABC pres., and Dr. H. M. S. Richards, dir. of Voice of Prophecy Inc. Standing by are Paul Wickman (l) and Edward E. Keeler, vice pres. and pres., respectively, of Western Adv. Agency, Los Angeles, servicing account.

PENN STATE football will be on radio for 16th year on a Central Pennsylvania network of 14 stations. H. R. Gilbert, school assistant dir. of athletics, signs in presence of coach Rip Engle (r) and George H. Keet Jr., Ketchum, MacLeod & Grove agency, representing sponsoring local Chevrolet dealers.

VITAPIX, PRINCESS PLAN FIRST RUNS MADE-FOR-TV

Feature length films star such names as John Ireland, John Hodiak, Dane Clark, Don Ameche and Alexis Smith. Vitapix has distribution rights (TV and theatre) to 26 films. Features have been pre-sold to 20 TV stations and will be offered to others. Series guarantees more than $300,000 gross income.

FIRST RUN feature motion pictures, featuring top Hollywood stars and made expressly for TV are on the way to screens in the nation's homes.

This is the import of the announcement that the station-owned Vitapix Corp. has signed distribution rights to 26 feature-length films to be produced here and abroad by Princess Pictures Inc. [CLOSED CIRCUIT, Aug. 31].

Agreement, signed with Princess Pictures President Burt Balaban, son of Paramount Pictures President Barney Balaban at a Vitapix board meeting in Washington Aug. 29-30, provides for Vitapix to have Western Hemisphere TV distribution rights and U. S. theatre exhibition rights for all 26 pictures, both for five years. First five pictures are due for delivery in January 1954, with the whole package due by October of next year.

Features will be made in 54-minute versions for TV, and in full-length for theatre exhibition. Some will be made in color and all will abide by the motion picture code and the NARTB TV Code.

Among the Hollywood talent will be John Ireland, Alexis Smith, Joanne Dru, John Hodiak, Dennis O'Keefe, Peggy Ann Garner, Dane Clark, Jeffrey Lynn, Don Ameche and Jackie Cooper.

The features have been pre-sold to 20 TV stations and will be offered to others. Stations already committed constitute the stockholders of Vitapix, which was organized three years ago and began operations late in 1952 [B•T, May 11].

SIGNING contract for production of 26 film features for TV, with sole distribution rights in hands of TV-station-owned Vitapix Corp., are (seated, l to r): Burt Balaban, president, Princess Pictures Inc., and Frank E. Mullen, president, Vitapix Corp., and (standing, l to r): Bernard Donnenfeld, vice president, Princess, and Robert H. Wormhoudt, executive vice president, Vitapix.

Princess History

Princess Theatres was organized by Mr. Balaban several years ago. Mr. Balaban was previously head of programming and production for Paramount Television Inc. (a subsidiary of Paramount Pictures) and also was an executive of the parent corporation.

The schedule calls for the 26 features to be filmed continuously by a production group of 198. The films will be based on original scripts. Plot themes will cover mystery, suspense, romance, adventure, comedy and musicals. Each picture will be edited in advance by the producers and will require no editing by individual TV stations. They will be produced in Hollywood, New York, Casablanca, Paris, Rome, Munich, Istanbul and other areas of the world.

Frank E. Mullen, president of Vitapix, saw in the agreement with Princess Pictures the possible reversal of the "present pattern of broadcasting motion pictures of ancient vintage and dubious quality." He added:

"The reluctance of some leaders in the motion picture industry to make their top quality product available to television broadcasters, and the failure of the motion picture industry to grasp the importance of this new media of entertainment, is compelling the broadcasters to enter the field of motion picture production for initial television release. Mr. Balaban is to be congratulated for his leadership in this new and important venture."

Mr. Balaban said: "You can't fool audiences about entertainment. I've always felt that television viewers would welcome and deserve first quality film entertainment. We're delighted to help in accomplishing that aim."

Agreement provides for a guarantee by Vitapix for each picture, and also spells out percentage of gross receipts to be split between the producer and the distributor—increasing in favor of the distributor after production costs are met.

Stations Planning Use

Stations already committed to take the series —which guarantees more than $300,000 as gross income for the 26 features—are the following, all shareholders in Vitapix:

KGNC-TV Amarillo, WSB-TV Atlanta, WMAR-TV Baltimore, WBZ-TV Boston, WBTV (TV) Charlotte, WIS-TV Columbia, S. C., WBNS-TV Columbus, Ohio, WHIO-TV Dayton, KLZ-TV Denver, WWJ-TV Detroit, KCMO-TV Kansas City, WKZO-TV Kalamazoo, WOW-TV Omaha, WPTZ (TV) Philadelphia, KPHO-TV Phoenix, KOIN-TV Portland, Ore., WHBF-TV Rock Island, KING-TV Seattle, WHEN (TV) Syracuse, KWFT-TV Wichita Falls, Tex.

Executive board committee of Vitapix comprises Mr. Mullen, as chairman, and John E. Fetzer (WKZO-TV and KOLN-TV), J. Leonard Reinsch (WSB-TV and WHIO-TV), Joseph E. Baudino (WBZ-TV and WPTZ [TV]), Richard A. Borel (WBNS-TV), and Payson Hall (WHEN [TV] and KPHO-TV).

Also attending the board meeting in Washington were directors Kenyon Brown (KWFT-TV), O. L. (Ted) Taylor (KRGV-TV Weslaco, Tex.), C. Howard Lane (KOIN-TV) and Horace L. Lohnes (Dow, Lohnes & Albertson, Washington law firm). Mr. Fetzer is chairman of the Vitapix board.

Non-directors present were Jerome Reeves, WBNS-TV; Robert H. Wormhoudt, executive vice president of Vitapix, and Mr. Balaban.

At the direction of the board a screening committee was established. It includes Messrs. Wormhoudt and Reeves and David R. Stickle, WMAR-TV; Jean Hendrix, WSB-TV; Edward G. Murray, WPTZ (TV), and Robert G. Duffield, WBZ-TV.

Fairbanks Alleges Others Infringe on 'Multicam'

HAVING been granted a patent on his Multicam System of simultaneous filming and sound recording with multiple cameras, Jerry Fairbanks, Hollywood TV film producer, will take immediate steps to halt the unauthorized use of his system by other producers.

Mr. Fairbanks said he first will serve notice on Filmcraft Productions, Hollywood filmers of the NBC-TV Groucho Marx *You Bet Your Life*, "to discontinue infringing upon this patent without making proper arrangements for use of the Multicam System." Other producers allegedly using the system will be similarly notified, he said.

Under the Multicam System, it is possible to film a 30-minute program in that number of minutes. Either 16 or 35mm cameras are used, allowing three or more different angles of a scene and getting long, medium and close-up shots at the same time, while simultaneously recording the sound track.

Starting his experiments with a multiple camera and sound system in 1946, Mr. Fairbanks put it into active operation two years later when he made TV pilot films of such programs as *Truth or Consequences*, *Dennis Day Show* and *Ed Wynn Show*, it is claimed. The first film series using the Multicam System to be seen on the air was *Jackson & Jill*. This was subsequently followed by others at the Jerry Fairbanks Studios.

Filmakers Enters TV

DISTRIBUTION rights contract signed last week with President Oliver Unger of Comet Television Films brings Filmakers Inc., Hollywood independent motion picture production firm headed by Collier Young and Ida Lupino, into the video film field. Footage, recently purchased by Filmakers and now in the editing stage, will comprise half-hour travelogue series, titled *Ports of Call*. Series, shot in both black and white and color, will be ready for release by end of the year. Duo, who handle acting-writing-producing-directing chores, turned out the recent RKO-released feature, "The Hitch Hiker," and soon-to-be-released "The Bigamist." They plan a near-future start of full-scale dramatic TV film production.

NBC Film Reports Sales

NBC Film Division reported last week that new sales had put its *Badge 714* in its 46th market. *Captured* (formerly *Gangbusters*) in a total of 36; *Victory at Sea* in 55, and *Dangerous Assignment* in its 128th. Among the sales was Sylvania Electric Co.'s acquisition, through Roy H. Durstine Agency, New York, of *Captured* for sponsorship in the Salinas, Eureka, Chico and Sacramento, Calif., markets.

Buy WHO

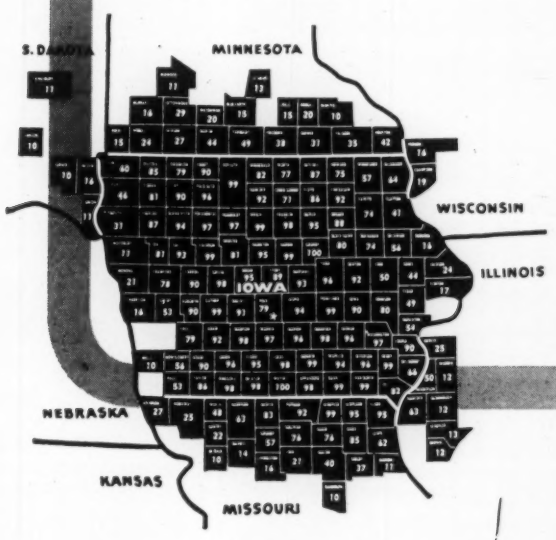
and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE FOOD SALES, FOR INSTANCE!

4.4%	CEDAR RAPIDS	
10.7%	TRI-CITIES	
10.7%	DES MOINES	
3.1%	DUBUQUE	
4.7%	SIOUX CITY	
4.3%	WATERLOO	
65.4%	REMAINDER OF STATE	

Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4%	Food Stores
61.6%	Eating and Drinking Places
44.8%	General Merchandise Stores
55.6%	Apparel Stores
60.7%	Home Furnishings Stores
65.1%	Automotive Dealers
73.2%	Filling Stations
79.6%	Building Material Groups
60.4%	Drugstores

Source: 1952-'53 Consumer Markets

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

REPUBLIC PICTURES TO ENTER TV, SEES EVENTUAL MERGER OF THE ARTS

The motion picture firm plans to expand its operations into production for television, in addition to the distribution activities it now handles. Herbert Yates, president of the company, says the movie industry must fuse with TV if it is to survive.

PREDICTING a fusing of the two entertainment mediums and declaring that the motion picture industry cannot afford to stay out of television if it expects to survive, Herbert J. Yates, president of Republic Pictures Corp., last week revealed that his company will expand operations with active production as well as distribution of films for video.

Republic's TV activities have been confined to its subsidiary, Hollywood Television Service Inc., which is distributing feature films, westerns and serials made originally for theatrical release; renting portions of its North Hollywood studios to TV producers; and processing TV film footage at Consolidated Laboratories.

More Study Soon

The new TV policy of Republic will be further explored and studied "within the next ten days" at meetings in New York with C. Bruce Newberry, director of sales, Mr. Yates said Wednesday.

He refused to predict when the studio's backlog of motion pictures will be made available to television, but indicated that it will come.

Although Republic will continue to produce higher budgeted feature films for theatrical release, Mr. Yates stated, "There's only one way to beat television and that's to get in it."

In pointing out that some of the leading theatre operators have acquired TV stations, Mr. Yates expressed the hope that others will do likewise rather than let licenses go to "outside" competitors who have never had a show business investment to protect.

"Film producers and exhibitors have much in common," he stressed. "Whereas theatre men had to go into the confectionery business to augment their revenue, producers will have to go into television film production to supplement reduced income."

Mr. Yates declared that the market for "B" pictures and small westerns is finished, pointing out that Republic formerly sold them to around eight thousand theatres. "Five thousand theatres are now closed because of television and the remaining are in precarious condition. We are able to make big pictures only by the revenue earned from television." Another threat to the motion picture industry is the advent of color TV, he opined.

'Picks Up' Million

Mr. Yates revealed that Republic "picks up" a million dollars a year in stage rentals to TV producers and Consolidated Laboratories has greatly increased printing and developing. "Last year more TV film was processed than that from the picture studios."

"Future planning will include many phases of studio, distribution and lab operation," he continued.

He refused to state if four new stages being built on the Republic lot are for MCA's Revue Productions which now produces all its TV film shows there. He indicated they are for TV but not necessarily MCA. He further denied a contemplated partnership or close association with the talent agency in production of TV film. Mr. Yates termed it a "close cooperation."

Station Films Projects $1 Million Operation

STATION FILMS Inc. has commenced station operations at the rate of more than $1 million a year, placing more than $100,000 worth of films with some of the 18 TV stations its represents as film purchasing agent and clearing house, Robert Salk, SFI president, revealed last week.

Since the firm opened its offices for business in New York's RCA Bldg. Aug. 1, Mr. Salk said, most of the time has been devoted to setting up files of what films are available for TV and in what markets, so as to show immediately what film programs are available for any of SFI's client stations.

"The volume of films obtainable for telecasting is amazing," Mr. Salk told B•T. "Our master list shows more than 2,700 pictures, including British and American feature films as well as westerns, which can be purchased for TV use, in addition to shorts and special subjects and, of course, the syndicated TV film programs."

Rosenbaum to File Awards Soon in Snader-Bisno Case

JUDICIAL awards will be filed shortly by Arbitrator Samuel R. Rosenbaum in the hassle between Louis D. Snader and his ex-partners Alexander Bisno and Samuel Markovitch, in Snader Telescriptions Corp. and interlocking companies.

Meanwhile, a preliminary 255-page report reviewing the history of the transactions covered by the arbitration agreement of those involved, together with comment by Mr. Rosenbaum has been sent to some 300 investors in the various corporations. The strongly worded report is highly critical of Mr. Bisno's business conduct and handling of funds.

In an accompanying letter, Mr. Rosenbaum explained that the lengthy and involved preliminary report was "to meet wishes expressed by those who have never had an adequate statement of what happened in the business or of the claims which have arisen from it."

The awards will be based on facts contained in his report, according to Mr. Rosenbaum. They await the conclusion of "certain negotiations" with Mr. Bisno for a consent decree which is not yet complete pending disposition of the *Dick Tracy* TV film series and a group of Alexander Korda feature films.

Those involved in the drawn-out controversy had agreed to abide by the Philadelphia attorney's decision [B•T, Jan. 12].

SMALL, GORDON, SILLERMAN FORM TELEVISION PROGRAMS OF AMERICA

TPA will produce and distribute film under the leadership of Hollywood producer Edward Small, board chairman; finance expert Milton Gordon, president, and sales executive Michael Sillerman, executive vice president. The firm already is in operation.

FORMATION of Television Programs of America, new TV film production and distribution firm, is being announced this week. It is headed by veteran Hollywood producer Edward Small as board chairman; Milton Gordon, financial expert, as president, and Michael M. Sillerman, who has resigned as sales executive of Ziv Television Programs Inc. [B•T, Aug. 24], as executive vice president.

Mr. Small

Spokesmen said TPA already is in operation, has hired 75% of its national sales force, is handling some products and is negotiating for several new TV series featuring motion picture stars. The company has temporary offices at 729 7th Ave., New York.

Mr. Gordon said TPA originated "when Mr. Small and I both agreed that now was the time for independent TV producers to have a strong distribution organization. With Mr. Small's showmanship and production know-how and my experience in financing, we both felt that the secret to profitable and better TV productions was a top country-wide sales organization.

"When we were able to persuade Michael M. Sillerman to join us, we had assurance of the finest sales set-up for TV films. Mr. Sillerman was the man most people in TV gave us as their choice for the industry's No. 1 salesman. It is our intention to have TPA become the home of good programs and good producers."

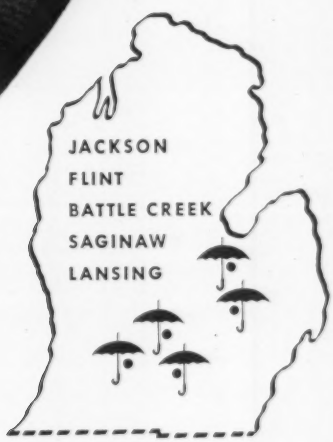
Mr. Small has spent almost 50 years in show business and is widely known as a producer. Mr. Gordon is financial adviser to United Artists and also has his own investment company. As vice president and trouble-shooter for Walter E. Heller & Co., Chicago financier, from 1946 until early this year, he was said to be one of the first bankers to see the future in investing in TV films.

Mr. Sillerman has been identified with a number of advertising agencies, is former president of Keystone Broadcasting System, and also owned and was producer of Hamilton Radio Productions. He resigned his Ziv post to help in the formation of TPA.

Mr. Gordon

Mr. Sillerman

H. R. Representatives



Coverage that Counts!

WJIM—TV
CHANNEL 6

Covers 5 Major Michigan Markets
FOR
NBC — CBS — ABC — DTN

Truly an Area Station!

Desilu Names Feldman

IN LINE with current expansion of Desilu Productions, Hollywood, Edward H. Feldman, executive in charge of national radio-TV programs for Biow Co., that city, has been elected vice president in charge of Desilu's newly formed commercial division, according to the firm's president, Desi Arnaz. An urgent need for a setup to handle commercials in a specialized manner on the West Coast, Mr. Arnaz added, has necessitated the formation of the new division to cope with sponsor and agency problems in filming commercials.

61 Buy CTS 'Starter Plan'

TV NETWORK affiliates have proved the best customers for the "Station Starter Plan" of Consolidated Television Sales, the film distribution firm reported last week. Of the 61 starter plan clients, 32 are network affiliates; 19 are independent stations, and 10, not yet on the air, cannot be classified as belonging to either group, CTS said. The starter plan offers stations a package of nine TV film series, with 18 months' unlimited use, for a weekly fee of the Class A one-hour rate.

Film Sales

Guild Films, New York, TV film producer and distributor, reported last week that its *Liberace* show had been sold in five additional markets, bringing the total to 85. Latest sponsors and stations: **Thorpe Jewelers, KVTV (TV)** Sioux City; **Farmers National Bank, WDEL-TV** Wilmington, Del.; **Crosley Dealers, KELO-TV** Sioux Falls; **Collegienne Shops, WLBC-TV** Muncie, Ind., and **Kaiser-Frazer Dealers, WMBR-TV** Jacksonville, Fla.

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Series of six 20-second TV film commercials has been completed by **Atlas Film Corp.,** Chicago, for **Anheuser-Busch,** St. Louis, through D'Arcy Adv. Co. Spots contain unusual photographic effects different from run-of-mill beer commercials, according to **Norman Lindquist,** Atlas vice president and TV director. **Chris Cronin** supervised for the agency.

Production

21st Century Productions, newly-formed Washington, D. C., TV film production firm, has completed the first two pilot films of a weekly 15-minute series titled *Know Your Congress* and the pilot film for *What's New This Week,* a 30-minute weekly program on which **Art Lamb,** WTTG (TV) Washington performer, is m.c.

Col. John F. Fletcher, explorer and naturalist, is president of the new film company and says the firm will emphasize panel discussion programs and forum-type shows. The company, which has two film studios in Washington, also will produce TV film shows for advertisers and stations.

John Convery, chairman of the board for 21st Century, was associated with Washington Photo & Sound, and formerly was with General Films, Hollywood. Mr. Convery was among the first TV producers to use color film, making black and white prints from the color and holding the color film for release after color telecasting begins.

Mr. Convery said the company is capitalized at $200,000. As soon as all the stock is subscribed to, he said, more productions—now in the planning stage—will begin.

The film production firm has its offices at Suite 200, 1025 Connecticut Ave. Telephone: National 8-3112.

Carla Productions Inc., Hollywood, newly organized to produce TV film commercials, has elected following officers: **James Hirsch,** vice president and director of advertising, Famous Department Stores, Los Angeles, as president; **Carl Hirsch,** president, Famous Department Stores, as secretary-treasurer; **Charles A. Larrain,** vice president, TV Ads Inc., Los Angeles, as vice president, and **Robert Ganon,** production manager, TV Ads, as production manager.

The firm currently is filming announcements for the following: **Feigenson Bros. Co.** (Faygo Beverages), Detroit, 13 spots through **W. B. Doner & Co.; Sunbeam Bread,** San Francisco, two spots through **Guild, Bascom & Bonfiglio; P. F. Petersen Baking Co.** (Peter Pan Bread), Omaha, two spots through **Allen & Reynolds Advertising; Kelly Kar Co.,** Los Angeles, continuing six weekly series through **Tullis Co. Inc.; Bluhill Foods Inc.** (Cheese, Candy, Salad Dressing, Peanut Butter), Denver, 11 spots through **Glasser-Gailey Inc.,** Los Angeles. Also in production is a series of 14 commercials featuring artist Alberto Vargas and the Vargas Girls for yet-unnamed sponsor.

Carla Productions' office is at 751 N. Highland Ave.

Distribution

KTTV (TV) Hollywood has acquired exclusive local video rights to "Superman" cartoon series from **Motion Pictures for Television** for telecasting on *Sheriff John's Cartoon Time* program. Rights to the one-reel animated shorts, released theatrically by Paramount Pictures during 1941-43, recently reverted to the comic strip owners. Deal was handled by **Richard A. Moore,** station vice president and general manager, and **Sy Weintraub,** MPTV vice president.

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Cornell Film Co., New York, has acquired distribution rights to the first 13 quarter-hour subjects in *Adventure Out of Doors,* TV series on sports activities and outdoor sidelights, according to **J. Milton Salzburg,** Cornell president.

Random Shots

Mark Hawley Assoc., which claims to be TV's first film program brokerage firm, opened offices last Tuesday at 133 E. 54th St., New York. **Mark Hawley,** president and founder, resigned his post as radio-TV director of budget control and program procurement at N. W. Ayer & Son, N. Y., as of Aug. 31.

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Trident Films, producer, has moved New York offices to 510 Madison Ave. New telephone: Plaza 9-3580.

Film People

John C. Alicoate, former manager of Advanced Television Picture Services, named head of sales division of **Guild Films Co.,** New York, TV film producer and distributor. GF President **Reub Kaufman** said the appointment is part of a reorganization and expansion of the company's sales program.

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Henry A. Gillespie, southeastern representative of RCA Recorded Programs & Film Services, has been named southeastern sales manager of **Screen Gems Inc.,** TV film producer and distributor, effective Sept. 14. He will continue to make his headquarters in Atlanta.

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Ed Flemming, art director, Fawcett Publications, to art director, **George F. Foley Inc.,** TV film program packager, and **Irving Jewell,** director of visual education, Boy Scouts of America, to account executive of the Foley Industrial Film Dept.

NATIONAL ADS UP $49.2 MILLION

Total national advertising on network radio and TV, magazines and newspaper supplements hit new height of $529.4 million for the first half of 1953, a 10% jump. P&G leads with $19.5 million, of which $14.8 million went to radio-TV networks.

TOTAL national advertising in four major media—network radio, network TV, magazines and newspaper supplements—for the first six months of 1953 amounted to $529.4 million, a new high, according to figures compiled by Publishers Information Bureau and included in the new issue of "National Advertising Investments," published semi-annually by Leading National Advertisers Inc. Figure shows an increase of $49.2 million or 10% over the same period of 1952.

Top 10 advertisers in these four media, which do not include run-of-paper newspaper advertising, for the six-month period include eight of the top 10 radio-TV network clients for the first half of 1953, headed by Procter & Gamble Co., spending $19.5 million in the four media, of which $14.8 million went for radio and TV network time [B•T, Aug. 24].

For the four media, six-month expenditures of other leading advertisers were: General Motors Corp., $15.0 million (of which $4.0 million went for radio and TV network time); Colgate-Palmolive-Peet Co., $13.3 million ($8.0 for radio-TV network time); General Foods Corp., $12.1 million ($7.0 million); Lever Brothers Co., $9.1 million ($4.6 million); R. J. Reynolds Tobacco Co., $8.2 million ($6.6 million); American Tobacco Co., $7.9 million ($4.8 million); General Mills, $7.4 million ($5.6 million); General Electric Co., $7.1 million (2.8 million), and Ford Motor Co., $6.7 million ($2.1 million), the figures in parentheses in all cases being the firm's expenditure for radio and TV network time.

Of these 10 leaders, only the last two, GE and Ford, were not among the top 10 for radio-TV networks for the six-month period.

Overall, the volume reports, magazine billings for the first half of 1953 totaled $304.1 million, up 9% over the $279.1 million grossed in the like period of 1952. Network TV billings were up $15.9 million; newspaper supplements up $9.2 million, while network radio dropped slightly, less than $1 million.

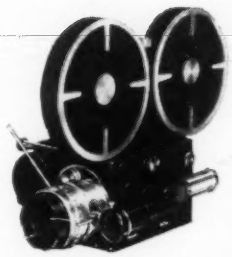
ARF Releases First Study On Motivation Research

FIRST of a series of reports designed to give advertisers fundamental tools to understand motivation research and its place in advertising has been published by Advertising Research Foundation, cooperative industry research project.

Titled "An Introductory Bibliography of Motivation Research," the 34-page document is described as the most complete yet published on the subject. Soon to follow will be "A Guide to the Language of Dynamic Psychology as Related to Motivation Research." It will define some 500 terms contributing to analyses of motivation. Next in line will be a directory of specialists in the motivation research field.

If your camera is here . . . you too can ZOOM from 20mm to 60mm with this variable focal length lens

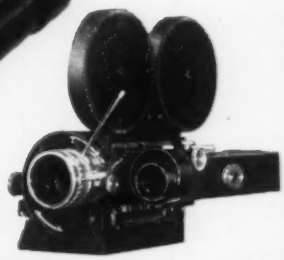
Pan Cinor®



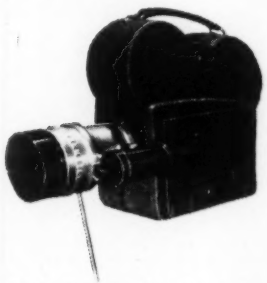
Maurer Camera drops its own finder. Its regular "C" mount turret accepts Pan Cinor without further modification.

In line with its policy, "Bolex brings the best to 16mm Movie Making," the Pan Cinor variable focus lens was introduced to Bolex movie makers a year ago. Because of the demand from both professional and amateur owners of other cameras, we explored the possibilities of fitting the Pan Cinor on cameras other than the Bolex. Here are the answers. Now you, too, can enjoy zooming from wide angle to telephoto at the flick of the lever. Maximum aperture f/2.8. Complete with coupled variable view finder,

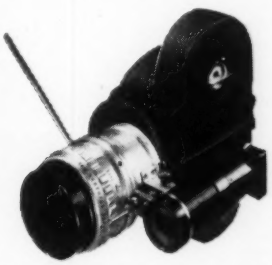
$447.50



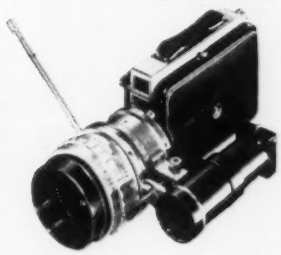
Mitchell Camera. Remove Pan Cinor finder. Use "C" mount adapter. Turret knob diameter is turned down.



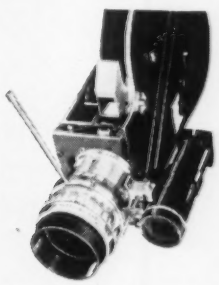
Auricon Cine Voice Camera. Suggest special door without its viewfinder. Purchased from Berndt-Bach for $42.



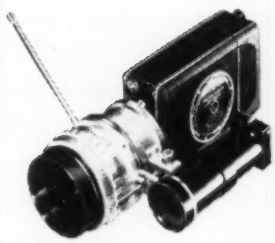
Bell & Howell 70. Suggest special door without its viewfinder. Installed by B&H Service Center for $35.



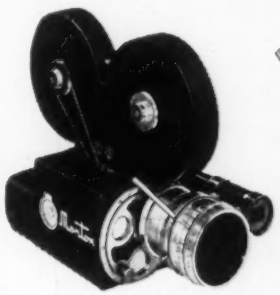
Keystone 16mm Magazine or roll cameras in general need no special adaptation for Pan Cinor and finder.



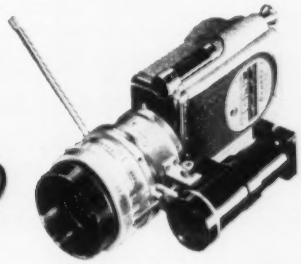
Cine Special I&II both use model I turret drilled & tapped for C mount by Kodak Service, 343 State St. Rochester.



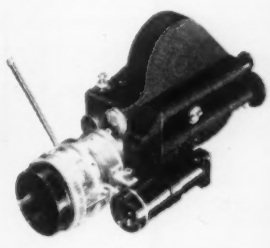
Bell & Howell Auto load. Auto Master and Model 200 mount the Pan Cinor and finder with ease.



Morton Soundmaster drops its finder, and shortens the Pan Cinor lever to clear the film magazine.



Revere Magazine Camera model 16 and model 26 mount the Pan Cinor lens and finder with ease.



Pathe Super 16. Instead of the Pan Cinor Viewfinder, its own reflex finder may be used for viewing.

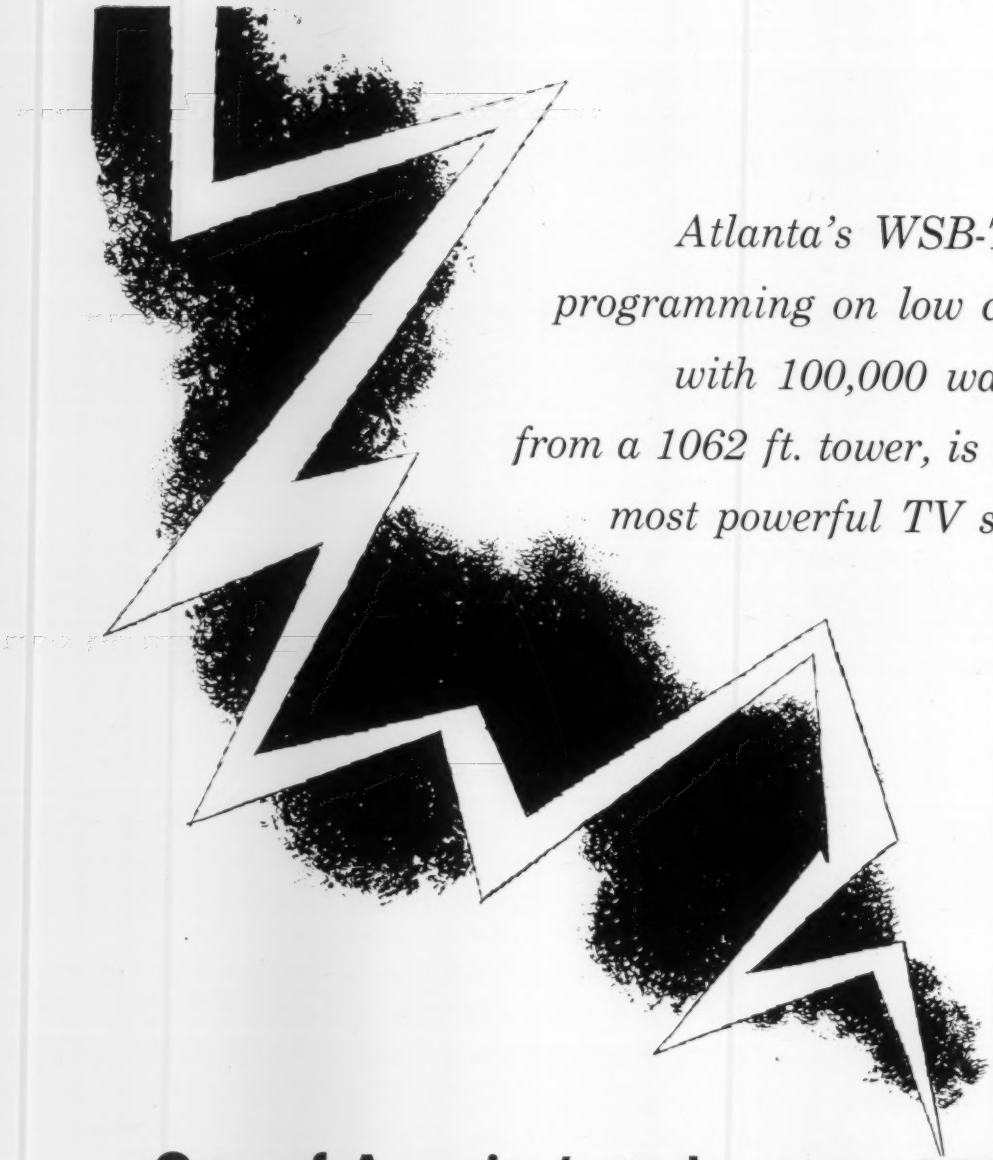
Bolex®

brings the best to 16mm Movie Making

Pan Cinor is manufactured by SOM BERTHIOT

Bolex Paillard

Sole Importers & Distributors
Paillard Products, Inc.
100 Sixth Avenue,
New York 13, N. Y.



Atlanta's WSB-TV, programming on low channel 2 with 100,000 watts from a 1062 ft. tower, is the South's most powerful TV station

One of America's truly great AREA stations

WSB-TV gives you the *mass circulation* you need if you want to build *mass sales volume* in this fast-growing market. WSB-TV's low channel-high tower formula gives you a big coverage advantage over your competitor on any other Atlanta station. Get more for your money—get on WSB-TV.

NBC AFFILIATE

wsb-tv
ATLANTA, GEORGIA

Represented by Petry
Affiliated with The Atlanta Journal and Constitution

TELESTATUS®

Weekly TV Set Summary—Sept. 7, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	36,900
Montgomery	WCOV-TV	.....	12,800
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	20,000
Chico	KHSL-TV	.....	.....
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	.....
	KETH *	.....	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	710,000	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	12,149
New Britain	WKNB-TV	.....	74,050
New Haven	WNHC-TV	635,190	.....
DELAWARE			
Wilmington	WDEL-TV	146,391	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	137,641	.....
Miami	WTVJ	188,000	.....
Pensacola	WEAR-TV	.....	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV (TV)	.....	7,500
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	25,000	.....
IDAHO			
Boise	KIDO-TV	.....	.....
ILLINOIS			
Belleville	WTVI	.....	100,000
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	13,000
Peoria	WEEK-TV	.....	86,005
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	237,315	.....
Indianapolis	WFBM-TV	382,000	.....
Lafayette	WFAM-TV	.....	20,350
Muncie	WLBC-TV	.....	29,305
South Bend	WSBT-TV	.....	67,972
IOWA			
Ames	WOI-TV	139,807	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	56,896	.....
KANSAS			
Hutchinson	KTVH	43,206	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	288,998	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ-TV	.....	10,000
New Orleans	WDSU-TV	200,400	.....
MAINE			
Bangor	WABI-TV	31,500	.....
Portland	WPMT	.....	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	.....
Springfield	WHYN-TV, WWLP	.....	55,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	9,200
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Austin	KMMT	54,040	.....
Duluth	WFTV	.....	31,500
Minneapolis	WCCO-TV, WTCN-TV	388,500	.....
St. Paul	KSTP-TV, WMIN-TV	388,500	.....
Rochester	KROC-TV	39,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	21,667
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	305,253	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV	28,817	.....
MONTANA			
Butte	KOPR-TV, KXLF-TV	.....	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	194,604	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,138
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	30,394	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
	WBUF-TV	.....	37,734
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,565,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	276,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	123,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	340,546	.....
Greensboro	WFMY-TV	177,427	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	435,000	.....
Cleveland	WEWS, WNBK, WXEL	777,751	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

295,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 Represented by The BRANHAM Company

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

TELEVISION TRAINING

for Professionals only!

A profitable television career can be yours in just six weeks if you have had previous professional experience or training!

Southeastern's TV Engineering (plus complete maintenance instruction) and TV Production Courses are highly concentrated and extremely thorough. Your instructors are television career men, the equipment you use is of the latest design, and you work on an actual television station operating schedule. Classes are small and you will receive personal attention.

Get the complete story **today!** New classes begin every six weeks and your application should be made soon. (Non-professionals should inquire about our elementary training courses.)

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE

2507 12th Ave., So.
NASHVILLE, TENNESSEE

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
Youngstown	WFMJ-TV, WKBN-TV	.....	71,928
Zanesville	WHIZ-TV	.....	8,905
OKLAHOMA			
Lawton	KSWO-TV	30,587	.....
Okla. City	WKY-TV	221,408	.....
Tulsa	KOTV	145,600	.....
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	106,806
PENNSYLVANIA			
Altoona	WFBG-TV	346,462	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	675,020	.....
Lancaster	WGAL-TV	233,526	.....
New Castle	WKST-TV	.....	44,948
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,267,186	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	127,350
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	100,424
York	WSBA-TV	.....	65,100
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV, WNOK-TV	.....	24,825
Greenville	WGVL	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	35,360	.....
TENNESSEE			
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	122,657	.....
TEXAS			
Abilene	KRBC-TV	6,154	.....
Amarillo	KFDA-TV, KGNC-TV	29,420	.....
Austin	KTBC-TV	42,374	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	27,991	.....
Ft. Worth	WBAP-TV	272,483	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT *	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	31,054	.....
San Angelo	KTXL-TV	4,500	.....
San Antonio	KEYL, WOAI-TV	153,975	.....
Texarkana	KCMC-TV	10,899	.....
Tyler	KETX	.....	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	129,700	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	195,290	.....
Richmond	WTVR	174,182	.....
Roanoke	WSLS-TV	91,600	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	275,600	.....
Spokane	KHQ-TV, KXLY-TV	35,923	.....
Tacoma	KMO-TV, KTNT-TV	281,112	.....
Yakima	KIMA-TV	.....	2,50
WEST VIRGINIA			
Huntington	WSAZ-TV	227,132	.....
WISCONSIN			
Green Bay	WBAY-TV	64,096	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,00
Milwaukee	WTMJ-TV	447,432	.....
Oshkosh	WOSH-TV	.....	4,00

Total Stations on Air 232 *
Total Cities with Stations on Air 163 *
Total Sets in Use 26,888,038

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.

'Godfrey & Friends' Tops Videodex Ratings Aug. 1-7

THE *Arthur Godfrey and Friends* show on CBS-TV topped the Videodex ratings for the week of Aug. 1-7, released last week. The list:

	NAME OF PROGRAM:	# OF CITIES	% TV HOMES
1	Godfrey & Friends (CBS)	77	43.9
2	Talent Scouts (CBS)	53	41.2
3	Dragnet (NBC)	76	35.4
4	Best of Groucho (NBC)	84	33.5
5	Toast of the Town (CBS)	68	30.9
6	What's My Line? (CBS)	45	30.3
7	Racket Squad (CBS)	83	29.3
8	Goodyear TV Playhouse (NBC)	76	26.5
9	The Big Payoff (Sunday) (NBC)	78	24.7
	Masquerade Party (CBS)	87	24.7
10	Burns & Allen (CBS)	72	23.2

	NAME OF PROGRAM:	# OF CITIES	# TV HOMES (000's)
1	Godfrey & Friends (CBS)	77	9,530
2	Talent Scouts (CBS)	53	7,886
3	Best of Groucho (NBC)	84	7,773
4	Dragnet (NBC)	76	7,725
5	Racket Squad (CBS)	83	6,722
6	Toast of the Town (CBS)	68	6,281
7	What's My Line? (CBS)	45	5,795
8	Masquerade Party (CBS)	87	5,770
9	Goodyear TV Playhouse (NBC)	76	5,757
10	The Big Payoff (Sunday) (NBC)	78	5,705

NUMBER DIARIES TABULATED FOR VIDEODEX AUGUST REPORT 9,200

Publishes Advertisers Index

EXECUTIVES Radio-TV Service, Larchmont, N. Y., has published a national and regional Advertisers Index, supplementing the current edition of its *Time Buyers Register*. The index is priced at $10 per copy.

AWRT Says 'Home-Making' Tops Women's Radio-TV Fare

SOME 61% of all women's radio and television programs carry "home-making" news, the New York Chapter of American Women in Radio and Television reported last week on the basis of returns from questionnaires sent to some 2,500 women broadcasters.

Purpose of the survey, spokesmen said, was to learn what type of program was most popular with local audiences. Runners-up in interest were listed as fashions, interviews, cooking and beauty. It also was found, according to the report, that more than two-thirds of all women's radio and television programs are broadcast before noon, although in the case of TV shows alone, time generally is in the afternoon.

The survey was conducted by a group named by Duncan MacDonald, AWRT past president, as part of a project to set up a central clearing house for information on women's programs. Dorothy Kemble, president of the New York chapter, has indicated that a similar survey will be made this year.

Direct Mail Up

DIRECT MAIL advertising dollar volume was up 7½% during first seven months of 1953 as compared to same period of 1952, Direct Mail Adv. Assn. has reported, placing this year's seven-month total at $716,099,127. Total for July was put at $99,757,573, a gain of 12½% over July 1952.

we murder 'em in Paris!

It was a veree dark night, m'sieu, and the mist she was rolling in . . . a peestol shot, a scream . . . I rush to le chateau an' peer in . . . in a pale, blue glow that shrouds the room are la mere, le pere an' les enfantes—entranced in *Dangereux Assignation* on Channel No. 8.

Oui, and it is the same mos' any night in Reno, Frisco, Bristol, Italy, Canton, Lancaster—wherever you go in WFAA-TV's rich DALLAS-Ft. Worth market. Amazed? Paris, Texas, is only a few kilometers by le taxi from WFAA-TV eye-ful tower. M. Petry will be mos' happee to sign you for le grande tour.

More than 295,000 TV sets in the Channel 8 picture

Channel 8

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager • EDWARD PETRY & CO., National Representative • TELEVISION SERVICE OF THE DALLAS NEWS

'McCalls' Surveys Brides

BROADCAST media are not exerting much influence over brides, so far as their selection of home furnishings or their planning and preparation of meals is concerned, according to the findings of a survey conducted last December and January by W. R. Simmons & Assoc. for *McCall's* magazine. *McCall's* summary of the results of interviews with 1,000 brides shows that only 2.5% reported radio or TV as the source of any home furnishings ideas, compared to 31.7% who got ideas from magazine articles. Cook books were reported as the source of ideas for meals by 51.8% of the brides; magazine articles by 16.1% and radio or TV programs by 5.2%.

'Racket Squad' Heads Nielsen Video Ratings

AT the head of the national A. C. Nielsen Co. ratings for the top 10 evening, once-a-week national network television shows for the two weeks ending Aug. 8 was CBS-TV's *Racket Squad*, both in number of TV homes reached and per cent of such homes reached in program station areas. Four of the other top spots were dominated by various Arthur Godfrey (CBS-TV) shows. The ratings:

NATIONAL NIELSEN-RATINGS
TOP TELEVISION PROGRAMS
First Report for August, 1953
(Two Weeks Ending August 8, 1953)
NIELSEN-RATING *
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Racket Squad (CBS)	9,949
2	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	9,643
3	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,404
4	Dragnet (NBC)	8,265
5	Pabst Blue Ribbon Bouts (CBS)	8,239
6	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	8,086
7	Arthur Godfrey's Scouts (CBS)	7,799
8	Westinghouse Theatre (CBS)	7,591
9	Robert Montgomery Presents (American Tobacco Co.) (NBC)	7,418
10	Robert Montgomery Presents (Johnson, S. C., & Son) (NBC)	7,376

PER CENT OF TV HOMES REACHED
IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Racket Squad (CBS)	43.5
2	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	43.1
3	Arthur Godfrey's Scouts (CBS)	40.2
4	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	38.9
5	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	36.9
6	Dragnet (NBC)	36.9
7	Westinghouse Theatre (CBS)	36.2
8	Pabst Blue Ribbon Bouts (CBS)	35.9
9	Strike It Rich (CBS)	33.0
10	Goodyear TV Playhouse (NBC)	32.0

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.
Copyright 1953 by A. C. Nielsen Co.

Radio-TV in Massachusetts

A SURVEY on radio-TV listening and viewing habits within a radius of 50 miles around Boston has been compiled by William D. Alford, extension editor of the cooperating U. of Massachusetts, U. S. Agriculture Dept. and County extension services, Amhurst, Mass. The study shows radio-TV habits of 1,000 people, mostly housewives, comprising audiences of the extension services' weekly *New England Farm & Food Program* on WHDH Boston and *Down to Earth* on WBZ-TV Boston.

PHILADELPHIA PAY-SEE TALKS SET BY STATIONS SEEKING FCC OKAY

How subscription TV can aid uhf stations will be the topic for the Sept. 17 meet. Meanwhile, International Telemeter Corp. plans to begin its pay-see service in November at Palm Springs, Calif.

USE of subscription TV to aid uhf TV station operators will be discussed Sept. 17 in Philadelphia at a meeting called by the four uhf TV grantees seeking FCC approval of pay-as-you-see TV [B•T, Aug. 10].

That hearing may be held in the fall, Pieter Van Beek, assistant to Zenith Radio Corp. President Eugene F. McDonald, predicted last week in Chicago if, he added, the Commission gets color TV out of the way without prolonged controversy.

Also announced last week was the Nov. 1 commencement of subscription TV in Palm Springs, Calif., by International Telemeter Corp.

Philadelphia's conference, to be held in the studios of WIP, is expected to bring 30-40 broadcasters and grantees. It was arranged by the four uhf grantees who last month petitioned the FCC for early action on Zenith Radio Corp.'s petition for commercial authorization of subscription TV. They are WDHN (TV) New Brunswick, WELI-TV New Haven, WIP-TV Philadelphia and Stamford-Norwalk Television Corp., Stamford, Conn.

Speakers Listed

Under the chairmanship of Hugh N. Boyd, general manager of the *New Brunswick Home News* (WDHN), the day-long conference will hear Dr. Millard C. Faught, in behalf of Zenith's Phonevision; James M. Landis, former dean of Harvard Law School, in behalf of Skiatron Electronics & Television Corp.'s Subscriber-Vision, and Paul McNamara, public relations vice president, International Telemeter Corp. Also to be heard will be Ned Irish, executive vice president of Madison Square Garden Corp. A statement by Glen McDaniel, president of Radio - Electronics - Television Manufacturers Assn., will be read by his assistant, William L. Reynolds.

Serving on the steering committee for the meeting, in addition to Mr. Boyd, are Ralph Brent, WIP-TV Philadelphia; Richard Davis, WELI-TV New Haven; Wendell Lund, co-owner of Stamford-Norwalk Television Corp., and Will Baltin, TV consultant for the Home News Publishing Co.

With more than 100 home sets equipped with coin box attachments, International Telemeter Corp. will start its long awaited pay-as-you-see television service in Palm Springs, Calif., on a regular nightly schedule the first week in November.

The service—to be provided in conjunction with ITC's closed circuit community television operation in the California resort town—is expected to begin with a Los Angeles Rams pro football game which will otherwise be blacked out on Southern California video. The game will be fed to the Telemeter transmitter by special wire from Los Angeles, according to Paul McNamara, vice president in charge of public relations.

Major motion picture studios, including Paramount Pictures, 51% owner of Telemeter, will cooperate with first-run as well as old films, Mr. McNamara stated.

Aid to Newspapers?

IF subscription TV were to take hold, it would change the economics of TV and might redound to the benefit of newspapers. Thus, Paul McNamara, public relations vice president of International Telemeter Corp., wrote in an Aug. 21 letter to newspaper publishers throughout the country, seeking publicity for the commencement of Telemeter's pay-as-you-see operations in Palm Springs, Calif., the first week in November.

Highlights of Mr. McNamara's letter follows:

. . . As a publisher it is not necessary to call your attention to the inroads that TV has made on the newspaper advertising dollar. . . . What would happen to newspapers generally if the total advertising dollar should diminish is a matter for conjecture, but I think many advertising experts believe that TV would be the last of the media to feel the squeeze. Therefore, any change in TV economics, which might shift the burden of cost from the advertiser to the public, might be of considerable benefit to newspapers—Pay-As-You-See TV would make such a change possible.

Haverlin Honored

CARL HAVERLIN, president, BMI, and a foremost Lincoln and Civil War scholar, was awarded an honorary doctor of literature degree Sept. 1 in a special ceremony celebrating the centennial of the town of Lincoln, Ill. A large delegation of Illinois broadcasters, headed by William Holm, general manager, WLPO LaSalle and president, Illinois Broadcasters' Assn., attended the event, which was broadcast by WBBM Chicago and other CBS midwestern stations and taped for delayed airing by a number of independent stations.

Ferrer Forms Music Firm

JOSE FERRER, actor-producer, has turned songwriter-publisher and has formed his own publishing firm, Jose Ferrer Music Inc., a BMI affiliate. Larry Taylor will be general professional manager of Jose Ferrer Music, with offices in New York's RKO Bldg.

New Bond Programs

SEPTEMBER transcribed programs in the U. S. Treasury's Savings Bond Division series, *Guest Star*, include the following: Week of Sept. 6, Margaret Whiting; Sept. 13, Eve Arden (*Our Miss Brooks*); Sept. 20, Morton Downey; Sept. 27, Peggy Lee. *Guest Star* transcriptions are carried on 2,000 AM and FM stations. They are produced in New York and Hollywood.

Firm Names Clarified

JEWELL PRODUCTIONS, a newly-formed radio-TV motion picture packaging agency in Detroit [B•T, Aug. 17], is not to be confused with Jewell Radio and Television Productions which has been in existence since 1945 and which has offices in both Detroit and Chicago. James E. Jewell, president of the latter firm, has pointed out. Jewell Radio and Television Productions is located at 185 N. Wabash Ave., Chicago, and at 3062 Penobscot Bldg., Detroit.

KRNT

CBS

DES MOINES

YOUR ALL-TIME BIG-TIME BUY!

- Morning Hoopers - KRNT is First . . . 51.1% AUDIENCE SHARE
- Afternoon Hoopers - KRNT is First . . 49.8% AUDIENCE SHARE
- Evening Hoopers - KRNT is First . . . 36.9% AUDIENCE SHARE
- Morning, Afternoon, Evening - KRNT is the only station in Des Moines that can talk Hoopers!

● SURE . . . you're right when you buy KRNT for your product or for your client's product! You get the All-Time, Big-Time buy on KRNT, the station with the fabulous personalities and astronomical Hoopers! You'll go places with the "Know-How, Go-Now" station!

BETTER BUY that highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines.

SOURCE: JUNE, 1953, C. E. HOOPER AUDIENCE INDEX

ANA's CHICAGO MEET SLATES PANEL TO ANSWER TV ADVERTISERS' QUERIES

Annual meeting of the Assn. of National Advertisers is set for Sept. 21-23. 'What Advertisers Really Want to Know About Television' is the top question to be resolved. FCC's Chairman Hyde will join industry members at the sessions.

FCC CHAIRMAN Rosel Hyde and a group of top TV broadcasters and advertisers will attempt to answer the five or six basic questions that add up to "What Advertisers Really Want to Know About Television" at the Tuesday morning session of the 44th annual meeting of the Assn. of National Advertisers, to be held Sept. 21-23 at the Drake Hotel, Chicago.

Questions for the panel are being prepared on the basis of responses to a questionnaire sent to ANA members by the organization's Radio and TV Steering Committee, whose chairman, Edwin W. Ebel, director of advertising for General Foods Corp., will serve as moderator at the Tuesday morning panel discussion. "The planned treatment of these basic problems to be dealt with in open session can be," ANA hopes, "of great assistance to the industry in the formulation of sound policies and practices—to the end that this will help both the industry and the buyers in serving business and the public interest."

Panel Members

Panel members, in addition to Chairman Hyde and Mr. Ebel, will include Robert Kintner, ABC president; J. L. Van Volkenburg, president, CBS Television; Chris Witting, managing director, DuMont TV Network; Sylvester L. (Pat) Weaver Jr., vice chairman of the board, NBC; J. Leonard Reinsch, Cox stations, representing the broadcasters; Storrs Case, Sun Oil Corp.; Ben Donaldson, Ford Motor Co.; Wallace Drew, Bristol-Myers Co.; A. L. Halverstadt, Procter & Gamble Co.; Stanley Pulver, Lever Brothers Co., representing the advertisers, and William Weddell, TV vice president, Leo Burnett Co., as agency representative.

Three case histories dealing with the successful use of broadcast media under present day conditions will be presented following the panel discussion of TV. John H. Boyle, manager of radio and TV advertising, Reynolds Metals Co. (sponsor of *Mr. Peepers* on NBC-TV and user of radio and TV spots), will discuss the use of TV for the consumer division of the industrial manufacturer. Robert Stolz, advertising manager, Brown Shoe Co. *(Smilin' Ed McConnell),* will talk on "Getting Your Dealers to Pay for Expansion of Your Radio and TV Program—and Like it." Linton Bagley, advertising manager, J. A. Folger & Co., which has added TV to its long use of radio, will talk on "Experience with Costs and Coverage." Ellis L. Redden, director of advertising and sales promotion, Motorola Inc., will be chairman of the morning session.

Newest innovation of TV, color, will be displayed to ANA members Monday evening, 5-5:30 p.m., when NBC will present a half-hour live program, originating in the network's Colonial Theatre color studio in New York and transmitted to the meeting in Chicago on a closed circuit. To permit all ANA conventioners to see the color demonstration, it will be repeated Tuesday at the same time.

The three-day ANA meeting will open at 10 a.m. Monday with a session on "Organizing Advertising to Meet Today's Challenges to Business Management," with George B. Park, manager of advertising and sales promotion, marketing services division, General Electric Co., as chairman. Henry Arthur, economist for Swift & Co., will forecast the economic climate in the months to come, noting trends which will affect advertising and which advertising can control or overcome. H. F. Smiddy, GE vice president for management consultant services, will speak on advertising executive planning.

Success Stories

Case histories, success stories showing how advertising has met the challenge of business, will be reported by Carlton R. Asher, advertising manager, James Lees & Sons Co., and M. F. Peckels, manager, consumer relations department, International Harvester Co. J. Ward Maurer, director of advertising, Wildroot Co., and ANA board chairman, will preside at the Monday luncheon and business session.

Monday afternoon will be given over to three "off-the-record" sessions: One for representatives of package good companies, chairmanned by William Brooks Smith, director of advertising, Thomas J. Lipton Inc.; one for members whose products are more expensive and are subject to family consideration and shopping around, with Seymour Mintz, Admiral Corp., advertising vice president, as chairman, and one for industrial advertisers, with Ralph Winslow, public relations director, Koppers Co., as chairman.

John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., will preside over the Tuesday afternoon session on "Profit-Producing Advertising Strategies," which will be discussed by John H. Tinker Jr., senior vice president, McCann-Erickson; C. J. Allen, vice president in charge of merchandising, Gardner Advertising Co., and two other speakers not yet identified.

During the Wednesday morning session on "New Responsibilities for Advertising," Ben Duffy, president, BBDO, will speak on "Evolution or Revolution in Media," and Sigurd S. Larmon, president, Young & Rubicam, on "The Third Dimension of Business Responsibility." The session will conclude with a dramatic presentation by the Advertising Council.

At the Tuesday banquet, NBC will provide entertainment.

Southern California 4-A's Name 13 Committee Chairmen

SOUTHERN Calif. Chapter of American Assn. of Adv. Agencies has appointed 13 Los Angeles agency executives to serve as 1953-54 committee heads, according to Harry W. Witt, general manager, Calkins & Holden, Carlock, McClinton & Smith Inc., and chapter chairman.

Heading their respective committees are: Robert M. Hixson, president, Hixson & Jorgenson, advertising; Charles Levitt, vice-president, Smalley, Levitt & Smith, legislative; Sherman Slade, vice-president, Foote, Cone & Belding, media relations; Martin R. Klitten, president, Martin R. Klitten Co., member relations; Ken McNeill, president, McNeill & McCleery, publicity; Barton A. Stebbins, owner, Barton A. Stebbins Adv., projects; Albert S. White, vice-president, Mogge-Privett, AAAA examination; Alfred A. Atherton, owner, Atherton Adv. Agency, membership and attendance; J. Neil Reagan, vice-president, McCann-Erickson, educational cooperation; Douglas Meservey, account executive, J. Walter Thompson Co., Community Chest advertising campaign; Wayne Tiss, vice-president, BBDO, radio-TV; Carl M. Heintz Jr., vice-president, Heintz & Co., speakers bureau, and Norton W. Mogge, president, Mogge-Privett, chapter programs.

Only Ones Who Don't Use It Are Those Who Haven't Tried

ONLY reluctant dragons in the use of radio are those who "haven't had the opportunity to test the magic of radio," James Cox, BMI West Coast representative, told the Spokane Advertising Club Sept. 2.

Mr. Cox said broadcasters "will talk radio until you actually try radio. And having tried radio, you too will talk radio."

Heavy sales of radio sets, Mr. Cox said, can be interpreted as "an edict from the American people . . . they want radio and expect to have radio." This, he said, should be "read again and again by all who advertise."

Agency timebuyers could be considered "audience buyers," Mr. Cox said. "Remember, the only advertiser who is reaching the sum total of the radio audience in the state of Washington is the advertiser who is being heard on all the stations in Washington," Mr. Cox stated.

Broadcasters Are Own Censors, Richards Tells AMA Institute

RADIO and television broadcasters, like doctors, are the arbiters of their own affairs to the extent that they stay "within the law governing decency and morality on the air" and insofar as they abide by their own code of behavior, Robert K. Richards, NARTB administrative vice president, told the American Medical Assn.'s Public Relations Institute.

Speaking Wednesday at the institute's Chicago meeting, Mr. Richards cited continued expansion of radio in the face of TV competition. He said any well-rounded public relations program "should anticipate the constant and intelligent use of radio broadcasting if it is your purpose to reach as many people as possible with your message."

The session was devoted to the role of TV in public relations and television writing-production techniques. NARTB's radio and TV codes were referred to in line with their role as industry guides toward good conduct. AMA officials told B•T they have conferred periodically with NARTB officials about code provisions applying to the medical profession.

Ad Schneider, NBC producer, appeared with Mr. Richards, presiding over a panel discussion on writing and production. Cooperation of WSB-TV Atlanta with local medical groups was described.

In the panel discussion Mr. Richards observed, "There is no more requirement on a licensed broadcaster to offer free time than there is upon a licensed doctor to work in a charity clinic. Like the doctor, he does it because he is a responsible citizen."

John Kadonsky, public relations director of Milwaukee County Medical Society, explained operations of a health program series on WTMJ-TV Milwaukee, with Bruce Wallace, WTMJ-TV special events chief, commenting on the programs. AMA delegates said they had four new films designed for TV use.

AWNY Ad Course Starts

REGISTRATION for the Advertising Women of New York's 25th annual Survey of Advertising course, designed to help young women interested in advertising, publicity and public relations, will start Sept. 23, 6-9 p.m. at the Hotel Astor in New York. Nancy Craig, ABC commentator, will outline the 18-lecture course. Lectures begin Sept. 28.

RETMA Sets Industry Meet For Sept. 15-17 in N. Y.

THREE-DAY industry conference will be held Sept. 15-17 at the Biltmore Hotel, New York, by Radio-Electronics-TV Mfrs. Assn. Plans to reorganize the association in line with industry progress will be reviewed, the program having been approved at a proxy meeting July 27, according to James D. Secrest, executive vice president.

First meetings will be held Sept. 17 by the new Radio-Television Industry Committee and the Electronics Industry Committee. The sessions will precede an RETMA board meeting at which Chairman Robert C. Sprague will preside. All board members serve on one of the two committees.

Under bylaw changes, as many as nine new directors will be elected. A special committee headed by H. J. Hoffman, Machlett Labs., is reviewing plans for RETMA reorganization.

Most of RETMA's major committees will hold meetings during the three-day conference. Topics holding top interest are color TV, subscription and educational television, trade practice conference rules before the Federal Trade Commission, and the role of television in the major sports.

A series of committee meetings will open the conference Sept. 15. All-day sessions will be held again Wednesday, with Thursday devoted to the top industry committees and the board.

Robert C. Sprague, Sprague Electric Co., RETMA board chairman, reappointed Max F. Balcom, Sylvania Electric Products Inc., as chairman of the Educational Television Committee. He named William L. Dunn, Raytheon Mfg. Co., as chairman of the Sales Managers Committee, with E. L. Taylor, Stewart-Warner Electric Division, as vice chairman.

Chicago Ad Groups Set Workshop Agenda

CHICAGO Federated Advertising Club and the Women's Advertising Club of Chicago have announced the radio-TV agenda and instructors for the 1953 advertising workshop, to be held in Chicago from Sept. 21 to Nov. 23. Workshop is the 17th in the series of advertising clinics.

Radio topics and speakers scheduled for Thursday evenings are:

"Can Radio Survive Television"—Bob Builbert, J. Walter Thompson Co.; "Writing for Radio"—Tom Elvidge, WGN Chicago; "How We Use Radio Research"—Robert J. Brewster, McCann-Erickson Inc.; "How to Build a Radio Show"—Al Morey, PSI-TV Inc.; "Where Is the Radio Audience"—Gale Blocki, BAB; "How to Write Radio Commercials"—Larry Davidson, Goeffrey Wade Adv.; "How I Buy Radio Time"—Jane Daly, Earle Ludgin & Co.; "Mail Order Radio"—Shep Chartoc, Olian & Bronner.

TV topics and instructors, Wednesdays, are:

"An Introduction to Television"—Ben Park and Frank Schnepper, NBC; "Building a Show"—Jules Pewowar, Herbert S. Laufman & Co.; "Direction"—Don Meier, NBC; "Film in TV"—Norman Lindquist, Atlas Film Corp.; "Media Analysis"—Dr. Charles Allen, Northwestern U.; "Writing for TV"—Marvin David, freelance writer; "Management and Programming"—George Heinemann, NBC; "Commercials in TV"—Herbert S. Laufman, Herbert Laufman & Co.

Secrest Sees Better Servicing

TV SET servicing "is much better today and so are receivers," James D. Secrest, executive vice president of Radio-Electronics-Television Mfrs. Assn. told Radio & TV Service Clinic and Electronics Fair, in Fort Worth. Reduction in calls per set will be more than offset by rapid growth in number of set owners, he said.

Obviously OUTSTANDING . . .

Florence Luedeke interviewing a donor on "The Song Shop".

ALL RECORDS BROKEN!

She Asked For The Most Precious Thing in Life . . . And Got It!

The Peoria Regional Blood Center was in dire need of whole blood to be used in making Gamma Globulin, the new Polio serum. Dread polio in epidemic proportions struck Macon County Illinois this summer and 19,000 children were to be inoculated.

This call for blood began on July 17, and WMBD was the ONLY station to carry a continuous appeal to Peoriarea listeners. On July 20, all live talent shows originated from the Blood Center. Through July 31, two popular WMBD personality-packed live shows, "The Song Shop" and "Wayne West Entertains", continued to be broadcast from there.

Result—all blood donor records were broken in July, both for Peoria County and for the 39-county region served by the Blood Center. This is another instance of public service programming in action—and the *personality power* of WMBD people.

To SELL the Heart of Illinois BUY WMBD.

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network 5000 Watts

FCC EXPECTS MORE TV STATIONS TO SEEK DIRECTIONAL OPERATION

Four outlets have modified their grants for permanent directional status (but one of these later surrendered its permit). Commission spokesmen warn that no requests will be granted which would effect a waiver of the national allocation plan.

EXPECTATION that applications will be filed in increasing numbers for directional operation of television stations to improve signals in areas of population concentration was voiced last week by FCC spokesmen.

Although no new-station permit has been issued specifying a directional antenna, several authorized outlets have been granted modifications of their initial permits to allow directional operation. These include KACY (TV) Festus, Mo.; WITV (TV) Ft. Lauderdale, Fla.; KPIC (TV) Salem, Ore., and KRIO-TV McAllen, Tex. KRIO-TV subsequently surrendered its permit and was deleted.

Additional directional operations have been granted under special temporary authorizations.

Won't Waive Allocations

Commission representatives warned, however, that FCC at this time does not intend to consider requests for directionalized stations which would constitute a waiver of the allocation plan adopted in the Sixth Report and Order.

FCC's television rules, it was pointed out, allow a modified form of directional antenna by electrical or mechanical means, but prohibit the use of directional operation at sites which would violate the minimum co-channel or adjacent channel mileage separations prescribed in the rules.

The allocation plan, FCC officials explained, was the result of 3½ years of industry-government study during the TV freeze. The final reallocation includes the minimum-spacing requirement and the principle of a single class of stations (achieved by allowing higher power for the shorter-ranged high-band vhf and the uhf) so that stations providing "relatively equal rings of service" could be assigned across the U. S. This permits a national competitive service with a minimum of interference, it was noted.

'Not Satisfied'

FCC concluded in its Sixth Report that it "is not satisfied that in the present state of the art, directional antennas are practicable with nulls greater than minus 10 db. . . . If the future available data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use of interference protection can be given further consideration."

The Commission stated directional arrays "may be employed for improving service or for the purpose of using a particular site" but that "they may not be used for the purpose of reducing the minimum station separations."

The Sixth Report specified that directional antennas could be employed under these conditions:

- The maximum radiation in the horizontal plane may not be more than 10 times the minimum radiation.
- The minimum effective radiated power in any horizontal direction may not be less than the minimum power allowed under FCC's rules (1 kw with antenna height depending on city population).
- The effective radiated power in any horizontal or vertical direction may not exceed the maximum values allowed in the FCC rules (100 kw for vhf Chs. 2-6; 316 kw for vhf Chs. 7-13, and 1,000 kw for uhf Chs. 14-83).
- The maximum effective radiated power in any direction above the horizon shall be as low as the state of the art permits (to reduce tropospheric interference).

In practical application, these restrictions mean that a Ch. 2 station at the edge of town could employ a directional antenna to beam its signal over the city, but its ERP in that direction could not exceed the maximum 100 kw for Ch. 2. Further, in the direction of least radiation, the ERP could not fall below 10 kw.

Commission representatives explained that a television signal can be concentrated in a given direction or plane (horizontal or vertical) similar to AM, although the state of the art is not as well developed as in standard broadcasting.

Root-Mean-Square

In AM, it was noted, the power rating for a station using a directional antenna is given as the RMS ("root-mean-square") value; that is, an average of the radiations in the horizontal plane. Therefore, a standard station rated at 10 kw actually may be radiating 50 kw or more in the direction of greatest signal strength and only 1 kw in the direction of least signal strength.

This RMS value also is employed by FCC in defining the operation of TV stations using directional antennas. In addition, FCC rates the stations according to the largest ERP in the horizontal plane and the largest ERP in the vertical plane. The latter value, however, usually is for a radiation plane produced by either mechanical or electrical "tilting" of the antenna a fraction of a degree or so from the normal horizontal plane at the electrical center of the antenna.

The purpose of tilting an antenna, so that it is at a slight angle to the perpendicular of the supporting tower, is to throw a stronger signal closer to the base of the antenna. This frequently is done on a high antenna at the edge of town where the station wishes to put a good signal into the town as well as cover the outlying areas to the horizon. Without the tilt, the signal might overshoot that portion of the city lying nearest the tower.

The tilting is done mechanically by actually bending the antenna on the tower, or electrically, which produces the same radiation effect as though the antenna had been bent physically. In some cases, both techniques are used.

The coverage pattern produced when an antenna is titled looks oval rather than circular, hence is considered by the Commission to be a form of directional operation. However, when an antenna is made directional by electrical means and not merely titled, the resulting pattern may be peanut, tear drop or boomerang shape. The nulls, or portions of least signal strength, are not as constricted as is usual in many AM patterns.

KACY, assigned uhf Ch. 14 at Festus, Mo., just south of St. Louis, was authorized by FCC last week to modify its permit to change its combination studio-transmitter site and to install a directional antenna. KACY found its original site too inaccessible.

Although KACY's original Grade A contour included St. Louis according to its coverage map, the Grade A contour now extends as far north as Alton, Ill., with the directional operation. The pattern was described as a "kind of boomerang" by an FCC staff member. One leg is toward St. Louis, the other over Festus.

KACY will use a GE 12 kw transmitter and a GE directional antenna, mounted 930 ft above average terrain. Besides its electrical directivity, the antenna will be electrically tilted. The RMS ERP authorized by FCC is 234 kw visual. The greatest ERP in the horizontal plane is 491 kw visual and 260 kw aural, with least ERP about 54 kw visual and 28 kw aural. In the tilted vertical plane (0.5° from horizontal) the greatest ERP is 562 kw visual.

A peanut pattern has been authorized for WITV Ft. Lauderdale on uhf Ch. 17 so that the exaggerated oval pattern runs up and down the coast with the signal restricted toward the ocean and the inland Everglades. WITV proposes to put its Grade A contour below South Miami and north to Lake Worth.

WITV's 752-ft. Tower

WITV will build a 752 ft. tower at Hollywood Ridge Farms and the antenna, besides directivity north and south, will have a 0.5° electrical tilt. Visual ERP will be 436 kw northward (10° true) and southward (190° true) in the tilted verticle plane. ERP will be 162 kw RMS and 372 kw in the horizontal plane. RCA transmitter already is on hand for installation.

Comdr. Mortimer W. Loewi, president and 25% owner of WITV, a DuMont outlet, commented that the "geographical location of the population in this area makes the directional operation unusually desirable.

"While pinpointing our strength," he said, "we will at the same time be giving the mass Gold Coast audience, from Palm Beach to Key Largo, a clearer picture on their sets without interference."

KPIC Salem, Ore., assigned uhf Ch. 24, has been authorized to use an antenna that is electrically directional and tilted both mechanically and electrically. The KPIC site is at the edge of Salem and is backed by mountains.

The combined tilt is 0.8° with the greatest ERP in the vertical plane 380 kw. The horizontal maximum ERP is 324 kw and the RMS 166 kw.

Applications pending which seek authority to use directional antennas include KJEO (TV) Fresno, Calif., and WTVM (TV) Muskegon, Mich. KJEO, under permit to O'Neill Broadcasting Co., is assigned uhf Ch. 47 and proposes to use the DA at its Bald Mt. site 4,400 ft above the valley floor. WTVM, assigned uhf Ch. 35, is owned by Versluis Radio & TV Inc.

WRAY-TV Princeton, Ind., seeks a peanut pattern to increase service over Evansville and Vincennes, Ind.

Lamb Demo Treasurer?

EDWARD LAMB of Toledo, radio-TV newspaper operator, is under serious consideration as national treasurer of Democratic National Committee, according to an Associated Press Washington dispatch. He has been active in party affairs in recent years. His TV properties include WICU (TV) Erie, Pa.; WMAC-TV Massillon, Ohio; WTVQ (TV) Pittsburgh (purchase pending FCC approval). Radio properties are WIKK Erie; WTOD and WTRT (FM) Toledo; WHOO-AM-FM Orlando, Fla. He is applicant for TV in Orlando, Toledo and Portsmouth, Ohio, and is publisher of the *Erie Dispatch*.

Get On Board NOW!

For Bigger Sales and Profits

Television's "Big Mo" is the talk of St. Louis. For the first time in history, the nation's eighth market has multiple television programming. Now the *individual viewer* makes the choice of shows!

For ABC and CBS network shows, plus unique, entertaining local programs, St. Louis televiewers are turning more and more to the channel 36 spot where they find KSTM-TV with its 275,000 watts power.

Advertisers . . . national and local . . . are turning to KSTM-TV, too, for they've learned that "Big Mo" is a favorite in the St. Louis area. For a big chunk of sales and profits from this rich Mississippi valley market, get aboard KSTM-TV, Television's "Big Mo."

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

11TH HOUR MERGERS, DROPOUTS SPELL GRANTS FOR FOUR VHF TVs

Commission approves uncontested bids of the survivors: WHO Des Moines; WPRO Providence; North Eastern Michigan, Bay City, and KWWL Waterloo. Comr. Bartley raises a policy question, contending withdrawing applicants should not receive a profit for leaving the race.

MERGERS and dropouts on the eve of FCC's meeting day last Wednesday accounted for all of the four new vhf TV station grants approved last week as the Commission issued construction permits for Ch. 13 at Des Moines, Ch. 12 at Providence, Ch. 5 at Bay City, Mich., and Ch. 7 at Waterloo, Iowa.

In all cities but Providence, where WJAR-TV operates on Ch. 10, the grants provide first vhf service.

At Des Moines, Ch. 13 went to Central Broadcasting Co. (WHO) upon the dismissal of Independent Broadcasting Co.'s (KIOA) competitive application. Central plans to form a new TV corporation with Independent being given an option to purchase 40% interest in the Ch. 13 outlet after disposing of KIOA.

WPRO Wins Ch. 12

Ch. 12 at Providence was granted to Cherry & Webb Broadcasting Co. (WPRO) following the dropout of two competitors, Hope Broadcasting Co. and Greater Providence Broadcasting Co. Cherry & Webb also plans a new TV firm with options for 25% interest going to Hope and 20% going to Greater Providence. C. George Taylor and Robert T. Engles, former principals in Greater Providence, are given the joint option of buying 13% interest, 11% from Cherry & Webb (which would reduce its holding from 55% to 44%) and 2% from Hope.

In both the Des Moines and Providence cases, Comr. Robert T. Bartley dissented because he considered a general policy question was involved in the considerations being given to those who withdrew competing bids. He questioned the wisdom in continuing to handle the problem on a case-to-case basis.

New Firm Gets Ch. 5

At Bay City, Mich., Ch. 5 was granted to North Eastern Michigan Corp., a new firm which succeeds the three pending applicants who dismissed their bids, James Gerity Jr., Saginaw Broadcasting Co. and Bay Broadcasting Co. Mr. Gerity, who owns WGRO Bay City and WABJ Adrian, Mich., is president and two-thirds owner of North Eastern. Saginaw Broadcasting, licensee of WSAM Saginaw, owns the other one-third. Bay Broadcasting receives a five-year option to acquire 40% interest for $120,000. The grant was conditioned upon Mr. Gerity's disposal of WGRO.

At Waterloo, Iowa, Ch. 7 was authorized to Black Hawk Broadcasting Co. (KWWL) after dismissal by Josh Higgins Broadcasting Co. (KXEL). Part of the dropout agreement involves dismissal of anti-trust suit and countersuit between KWWL and KXEL in the U. S. District Court at Waterloo.

Details of last week's new station grants follow:

Des Moines, Iowa—Central Bcstg. Co. (WHO) granted vhf Ch. 13; effective radiated power 316 kw visual and 158 kw aural; antenna height above average terrain 780 ft. Address: 1002 Brady St., Davenport, Iowa.

Providence, R. I.—Cherry & Webb Bcstg. Co. (WPRO) granted vhf Ch. 12; ERP 316 kw visual and 158 kw aural; antenna 510 ft. Address: c/o Arnold F. Schoen, 24 Mason St., Providence.

Bay City, Mich.—North Eastern Michigan Corp. granted vhf Ch. 5; ERP 49 kw visual and 28.8 kw aural; antenna 420 ft. Address: 814 Adams St., Bay City.

Waterloo, Iowa—Black Hawk Bcstg. Co. (KWWL) granted vhf Ch. 7; ERP 50.1 kw visual and 25.1 kw aural; antenna 550 ft. Address: c/o Ralph J. McElroy, Russell Lamson Hotel, Waterloo.

Cherry & Webb Broadcasting proposes to form a new corporation to be known as Cherry & Webb Television Broadcasting Co. with a capitalization of 1,000 shares, $100 par. Cherry & Webb Broadcasting will buy 550 shares, Hope Broadcasting 250 shares and Greater Providence 200 shares.

Messrs. Taylor and Engles, for 12 months after FCC approves transfer of the Ch. 12 permit to the new firm, jointly are given option to buy 110 shares from Cherry & Webb Broadcasting and 20 shares from Hope Broadcasting.

However, after seven months of this time, the agreement provides that Cherry & Webb Broadcasting and Hope Broadcasting may discharge the option by paying Messrs. Taylor and Engles a total consideration of $205,500.

Central Pays $25,000

In the Des Moines case, Central Broadcasting has paid $25,000 to Independent Broadcasting to reimburse it for expenses incurred in the prosecution of its competitive bid. Central proposes to form a new TV corporation capitalized at $500,000 in which Independent holds option to acquire 40% interest after disposing of KIOA.

In the event FCC does not approve transfer of the permit to the merged firm, the agreement provides that Central will pay Independent an additional $75,000. This consideration "shall be deemed complete satisfaction of any claims" which Independent may have against Central resulting from Independent's "failure to acquire an ownership interest in a television station in Des Moines or any loss which may be incurred" in the "immediate disposal" of KIOA.

Although dissenting for similar reason in the Providence case, Comr. Bartley in the Des Moines action stated:

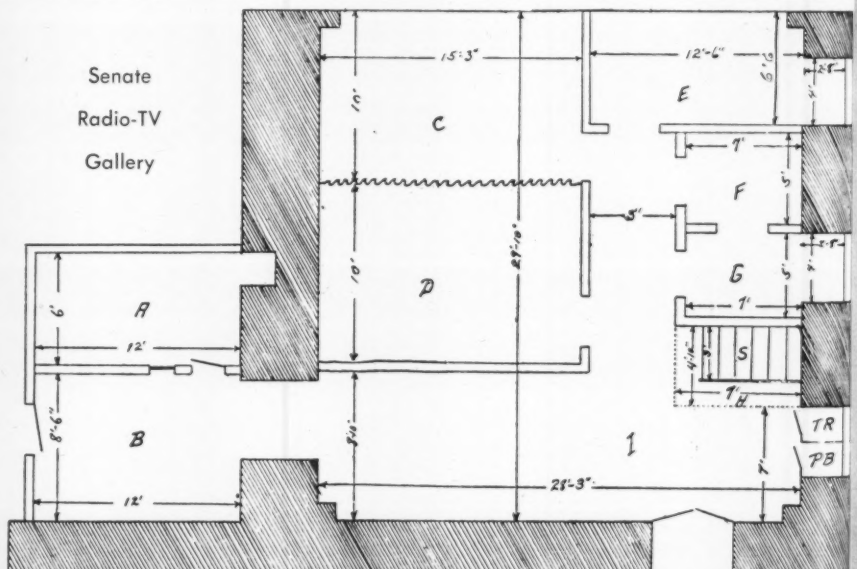
I am seriously concerned with the fact that there is here involved a policy question which I believe should not be decided on a case-to-case basis. It is purely on this policy question that I find it necessary to dissent in this case, and my views are not to be construed as reflecting upon the qualifications of this particular applicant.

Heretofore, I have approved grants in 'drop-out' cases where no more than expenses were paid to the applicant dropping out. Drawing the line at that point, wherein the applicant dropping out has made no profit from the filing and pendency of his application, would lend no encouragement to strike applicants.

Also, I am concerned that approval of profit to 'drop-outs' may well deprive the public of the services of the better qualified applicant, where the lesser qualified applicant is financially able and is willing to buy off competing applicants. Where I differ with the other Commissioners is in their belief that we will be able to keep the situation from getting out of hand by curbing possible abuses on a case-to-case basis, without establishing a firm policy of drawing the line in 'drop-out' cases at the 'no profit' point.

In the amended application of Central Broadcasting, which in addition to WHO also operates WOC-AM-FM-TV Davenport, Iowa, a balance sheet as of July 31 was submitted showing total assets and liabilities of $2.8 million. The financial report gave earned surplus at $1.5 million. Current liabilities were about $230,000.

In making the grant to Black Hawk, the Commission considered and dismissed a petition



THIS SKETCH shows preliminary plans for the $33,000 remodeling of the Senate Radio-TV Gallery. Architect plans already have been drawn and construction begun. Subcontracts have not yet been let [B•T, Aug. 31]. Legend: A—present TV studio to be used as radio studio, 12 x 6 ft.; B—outer office 12 x 8½ ft.; C and D—make up new TV studio, 20 x 15¼ ft., will have acoustical doors permitting two studios, 10 x 15¼ ft., which can be used for filming of two separate shows at the same time; E—radio studio, 12½ x 6½ ft.; F—radio studio, 7 x 5 ft.; G—radio studio, 7 x 5 ft. (F and G can be combined by opening acoustical door giving 10 x 7 ft. space for radio); H—stairs leading to mezzanine (17 x 12½ ft.) for use of files, power, telephones and air conditioning controls; I—office space 28¼ x 8 ft. 10 inches. (TR is teletype room, PB is phone booth.) Lines will be included for any of the networks (radio and TV) to use studios. Acoustical tile and grid lighting are among many modern installations planned. Target month for completion is next January. Capitol workmen are being used.

by L. E. Kelly, applicant for Waterloo's uhf Ch. 16, charging collusion between the KWWL owners and Charles H. Gurney, also a TV applicant for Waterloo's Ch. 16.

Mr. Kelly had charged that Black Hawk induced Mr. Gurney to file for the second TV frequency in Waterloo, in competition with Mr. Kelly, so that if it failed to receive a Ch. 7 grant it would still have a chance for a TV station in Waterloo through an unwritten understanding with Mr. Gurney to join him in his Ch. 16 application.

The Commission found, its Sept. 3 memorandum opinion declared, that the charges were "so speculative in nature that it fails to provide substantial support for the charge." Both Mr. Gurney and Black Hawk officials denied Mr. Kelly's allegations.

The court litigation began when KWWL filed a $500,000 anti-trust suit against KXEL charging that KXEL principals inspired a boycott against KWWL, made misrepresentations about its TV plans and defamed its stockholders and management [B•T, July 13]. KXEL subsequently entered a counter-suit.

For KXEL's dismissal of its application, last week's agreement provides that KWWL will pay KXEL the sum of $50,000 to cover cost of litigation. KXEL has dismissed its counter-suit. KWWL also will drop its suit, hearing on which was postponed until Sept. 23 [B•T, Aug. 31]. KWWL also will pay $25,000 for the KXEL-FM tower and $25,000 for three-year rental of transmitter space in the KXEL building. Further, KWWL will take over KXEL's present TV equipment, on hand and contracted for, at cost.

William S. Cherry Jr. of Cherry & Webb Broadcasting asserted following FCC action that while no target date had been set, every effort would be made to place the Providence Ch. 12 station in operation as soon as possible. WPRO is CBS affiliated and it was assumed that WPRO-TV would affiliate primarily with that network. By the same token, Blair Television is expected to become national representative.

Col. B. J. Palmer, president of Central Broadcasting Co., said following FCC action that every effort would be made to place the new Des Moines Ch. 13 station on the air as expeditiously as possible.

Because the existing WHO tower will be used, it was thought a minimum of time would be involved in establishing operation. It was presumed that the station would become affiliated with NBC, as its sister AM station, and that the representative would be Free & Peters.

Three New AMs, One FM Granted by FCC Last Week

THREE AMs and one FM were granted by FCC last week.

Memorial Broadcasting Co., owned by W. W. Mangum, received a new station grant on 1450 kc with 250 w daytime at Commerce, Tex. Robert Neathery, owner of KWPM West Plains, Mo., was granted a new AM station at Thayer, Mo., for 1290 kc with 1 kw daytime. The third AM grant went to Hi Kinco Broadcaster for 1380 kc, 1 kw daytime directional at Waverly, Ohio. Hi Kinco is a partnership of Donald Kinker, Warren Cooper and Alice B. Hively, Cincinnati and Columbus auto dealer.

New Class B FM station on Channel 225 (92.9 mc) with effective radiated power of 6 kw for Spokane, Wash. was granted to Louis Wasmer. Mr. Wasmer is licensee of KREM Spokane and is applicant for a new TV station on vhf Ch. 2 there.

In another AM action, WPXY Punxsutawney, Pa., was granted a change from 500 w daytime, 1290 kc to 1 kw daytime, 1300 kc.

KLZ-TV comes from a family of showmen...has a flying start in the world of entertainment... and selling...with an ancestral background of KLZ Radio, for many years nationally recognized for its creative programming and personalities.

KLZ-TV will go on the air November first with a great line-up of local productions, plus the full schedule of CBS Television network shows. Aired from the finest, most complete TV operation in the area, KLZ-TV...reared to perform...will be the top entertainment—top-selling—TV in Denver.

KLZ-TV ALADDIN RADIO AND TELEVISION, INC.

CHANNEL 7 DENVER
See your KATZ man

COLOR COMMENTS DUE TOMORROW

Only known opposition to the NTSC color specifications is expected from American Television Inc. DuMont is only major manufacturer yet undeclared on the issue.

WILL there be any objections?

That is the big question mark hanging over tomorrow's deadline for comments on the FCC's proposal to approve the National Television System Committee's signal specifications for compatible color TV.

So far, only opposition is scheduled to come from American Television Inc., Chicago. This is the company headed by U. A. Sanabria, who three weeks ago took page advertisements in Chicago newspapers soliciting the public to write to the FCC to "go slow" on color TV [B•T, Aug. 24]. Mr. Sanabria also said then that ATI, and eight other manufacturers, would file oppositions to the NTSC standards with the FCC. Mr. Sanabria's position is the FCC should allow color TV only in a few major centers until the rest of the industry catches up with the "know-how" of RCA, GE and other color-active companies.

Only major manufacturer who has not yet declared himself is Dr. Allen B. DuMont. From close sources, it is understood that Dr. DuMont will not oppose the establishment of color TV based on the NTSC standards. Dr. DuMont, it is said, does not believe that color TV is economically feasible at this time. He has no objection, it is understood, to the NTSC technical specifications.

KDKA Petition Bemoans Slowness on Ch. 11 Action

KDKA Pittsburgh has waited almost six years for a hearing on its Ch. 11 TV application for that city and it looks as if another two years will pass before the case can be heard, according to a petition filed Thursday with the FCC by Westinghouse Radio Stations Inc.

The pioneer Pittsburgh outlet asks an immediate hearing. The city has had only one station—WDTV (TV) on Ch. 2—until recently, although it is the eighth ranking metropolitan market in the U. S.

Reminding that its application was filed Nov. 21, 1947, WRS lists developments since that time as follows: FCC order of Feb. 25, 1948, setting consolidated hearing for May 17, 1948, later continued to July 19, 1948, on motion of another party; J. D. Bond named examiner June 24, 1948; hearing continued indefinitely July 9, 1948; freeze order issued in September 1948; all pending TV applications removed from hearing docket April 11, 1952; WRS filed amended application June 20, 1952; temporary processing procedure announced; WRS spent time and money preparing for hearing and made commitments for land, buildings and equipment; processing procedure revised effective Aug. 24, 1953, with new list of priorities.

The revised procedure list Pittsburgh, the eighth market, as 30th city in Group B, or 60th hearing since A and B lists alternate, according to WRS. It added that over 70 hearings are likely to be conducted before the Pittsburgh hearing is held.

Other applicants for Ch. 11 in Pittsburgh are WJAS and WWSW (Braddock-Irwin). WCAE is a Ch. 4 applicant. Two Irwin applicants are Irwin Community TV Co. and Wespen TV Inc., both Ch. 4.

WCYB Charge Denied

CHARGE of WCYB Bristol, Va., that the competitive vhf Ch. 5 TV application of WOPI Bristol, Tenn., was not filed in good faith but to delay [B•T, Mar. 23, 9] was denied by FCC last week upon finding insufficient evidence to support the WCYB allegations. The Commission also found that WOPI showed evidence of diligence in preparation of an amendment showing formation of a new corporation. FCC also turned down WCYB's request for conditional grant on Ch. 5 pending outcome of the competitive hearing since the Grade A contour of Ch. 11 WJHL-TV Johnson City, Tenn., covers the Bristol market.

GAGUINE RESIGNS FCC EXAMINERSHIP

BENITO GAGUINE, FCC hearing examiner, has resigned to join the radio-TV law firm of Fly, Shuebruk & Blume, effective Sept. 8. Mr. Gaguine, who was legal adviser to FCC Chairman Rosel H. Hyde when Mr. Hyde was a commissioner, will become a member of the firm, whose name will be changed to Fly, Shuebruk, Blume & Gaguine. The organization will move its Washington offices from its present Wyatt Bldg. address to 1001 Connecticut Avenue, N.W. New York offices remain at 30 Rockefeller Plaza.

Mr. Gaguine

Mr. Gaguine, who was born in France in 1912, attended Columbia U., New York, and was graduated from that law school in 1934. He received his Master of Laws degree from George Washington U., Washington, in 1939. Before joining the FCC in 1941, he was a general attorney with the Federal Alcoholic Administration and Bureau of Internal Revenue. After eight years as a general attorney at the FCC, Mr. Gaguine was appointed Mr. Hyde's legal assistant in 1949. In 1952 he was named an FCC hearing examiner. During his FCC tenure, Mr. Gaguine took an active part in activities relating to the North American Regional Broadcast Agreement, color TV, the Paramount case, and the allocation proceedings.

During World War II, Mr. Gaguine was with the Judge Advocate General Dept., U. S. Army, with the rank of lieutenant colonel.

Wagner Gets Alaska CD Post

WILLIAM J. WAGNER, owner and president of Alaska Broadcasting Co., has been appointed officer in charge of radio broadcasting affairs of the Alaskan Civil Defense Organization, according to Col. James C. Crockett, director of Civil Defense for the Territory of Alaska. Alaska Broadcasting Co. operates KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka, all CBS Radio affiliates.

STORER RE-ENTERS MIAMI CH. 10 RACE

Application raises speculation: Which of the company's five presently-owned TV stations would be sold to make way for the Florida outlet.

STORER Broadcasting Co. refiled its Ch. application for Miami last week, giving immediate rise to speculation as to which T station it intends to sell in order to stay with the FCC limitation of five TV stations to o owner.

Storer already owns WJBK-TV Detro WAGA-TV Atlanta, WSPD-TV Tole WBRC-TV Birmingham and KEYL (TV) S Antonio. It bought WBRC-TV and its A adjunct for $2.4 million only last spri getting FCC approval in May of this year. 1951 it bought KEYL for $1.05 million.

Storer originally filed for Ch. 10 in Mia where it owns WGBS-AM-FM, in July 19 This application was dismissed in April of t year when the purchase of WBRC-AM-TV w negotiated.

Other Ch. 10 applications for Miami inclu WKAT Miami Beach, WFEC Miami, L Wilson Co. (WCKY Cincinnati), and Nor Dade Video Inc., comprising 10 local busine men headed by contractor Angus Graham.

In its application, Storer asked for 316 k visual power, with a 963 ft. antenna abo average terrain to be located on Honeyb Rd. Construction was estimated at $1.4 millio with yearly operating costs set at $780,000 a potential yearly revenue at $1 million.

Storer in addition to the stations listed abo also owns AM-FM outlets in Detroit, Atlan Toledo and San Antonio (KABC) and WWV AM-FM Wheeling, W. Va.

Miami's only other vhf frequency, Ch. 7, h four applicants vying: Biscayne Televisi Corp., a combination of WIOD-*Miami Da News*, WQAM-*Miami Herald* and Niles Tra mell, former NBC board chairman; Iowa Mel Foster and Harold Hoersch, realtor a attorney respectively; wholesale liquor dea Jack C. Stein, and East Coast Television, group of local businessmen headed by co tractor D. Richard Mead.

Census Drops Plans For Quinquennial Survey

DEPRIVED of a proposed $11.6 million bu get by Congressional action, the U. S. Cens Bureau has dropped plans for a full-sca quinquennial business census this year. T business census provides basic data showi what American business is, where it exists, h much it does and similar information.

Robert W. Burgess, Director of the Censu said private trade and business groups will ta over some of the cost of making certain co modity surveys. Congress made availab $1,500,000 "to obtain helpful and informati statistics in these fields" and this sum will used to improve retailing sample techniqu wholesale sales and inventory trends, samp surveys of manufacturers and related studie

A sample survey in two states, likely Ut and Virginia, will test procedures for possib use by the Dept. of Agriculture in handli its own research. The proposed agricultur census also was cancelled.

Continuity and timing of monthly Cens Bureau population and labor force reports ha not been changed by the revised program.

IF YOU WANT AUDIENCE,

HERE ARE 2 OF AMERICA'S MOST-LISTENED-TO RADIO STATIONS

According to the C. E. Hooper, Inc., Report* (covering 22 cities and 111 radio stations) here are the national standings of these two stations:

*for Jan. — Feb. 1953

kglo

MASON CITY, IOWA

5000W 1300KC

NATIONAL RANK

1st in the morning
1st in the afternoon
1st in the evening

SHARE OF AUDIENCE

MORNING	AFTERNOON	NIGHT
67.9%	76.7%	80.3%

SAM WEEKLY AUDIENCE (FAMILIES)

DAY	59,400
NIGHT	48,374

WTAD

QUINCY • HANNIBAL • KEOKUK

5000W Day 1000W Nite 930KC

NATIONAL RANK

5th in the morning
4th in the afternoon
2nd in the evening

SHARE OF AUDIENCE

MORNING	AFTERNOON	NIGHT
44.7%	43.6%	56.9%

FOR THE THREE CITY AREA
QUINCY, ILL. • HANNIBAL, MO.
KEOKUK, IA.

WTAD is first in Quincy, morning, afternoon and evening

SAM WEEKLY AUDIENCE (FAMILIES)

DAY	81,212
NIGHT	71,659

For availabilities, write or call
Walter Rothschild, National Sales Manager,

Lee STATIONS

QUINCY, ILLINOIS

Represented by WEED AND COMPANY

WHUN GETS DAY CP, CITES TV AT NIGHT

Huntingdon, Pa., outlet gives up nighttime operation with FCC approval as nighttime television impact is recognized. AM interference at night also is noted.

IN AN ACTION that is considered a precedent in FCC policy, the Commission has approved the change of a fulltime local AM station to daytime-only operation because of nighttime competition from television.

WHUN Huntingdon, Pa., was granted permission to change from 250 w full time on 1400 kc to 500 w daytime only on 1150 kc, leaving no local nighttime service available in the city of 12,000 population. WHUN, owned by the Joseph F. Biddle Pub. Co., cited economic reasons to justify the change.

WHUN said that advertisers complained that television is replacing the nighttime radio audience and interference from other AM stations on the same channel limited the range of the local outlet to too small an area in the market.

Heretofore, FCC has refused to consider the available signals of other types of stations when acting on an application of a given type outlet. In early FM cases, the Commission did not consider available AM signals. In TV, the availability of either AM or FM service has not weighed in any ruling.

FCC originally wrote WHUN a McFarland letter questioning whether the elimination of nighttime local service would be in the public interest.

In its reply, WHUN pointed out its nighttime limitation of 19.47 mv/m allowed coverage of only 7,230 persons in an area of but 2.77 sq. mi. WHUM pointed out that advertisers and listeners complained of the background interference at night to the WHUN signal caused by other AM stations on the same channel.

It was noted that local residents at night preferred to listen to stronger distant AM stations or television and a survey showed 40% of the total local homes have TV sets. Service is received from Altoona and Johnstown.

"The applicant has tried in many ways to capture a nighttime audience but has been unsuccessful," WHUN wrote FCC. "We feel that the limited coverage at nighttime together with television has been a major factor in the inability to obtain and hold nighttime listeners."

WHUN pointed out that its daytime coverage "while relatively small is adequate and saleable but with reduced coverage at night the sale of time becomes increasingly difficult."

Earlier, WHUN noted, the Commission granted WLET Toccoa, Ga., permission to change from 250 w full time on 1450 kc to 1 kw daytime on 1420 kc but WLET-FM has continued to provide a local FM service at night. WHUN explained that in the WLET case the "inroads of TV had not been made."

Harry J. Daly is Washington counsel for WHUN. Engineering was handled by John H. Mullaney, Washington.

WILM Bid in Clear

APPLICATION of WILM Wilmington, Del., for a new TV station there on uhf Ch. 33 appeared destined for prompt action last week as Ch. 83 competitor Independence Broadcasting Co. petitioned FCC to dismiss its bid. Since both applications are now in hearing status, the withdrawal by Independence would give "umbrella protection" from new competition to WILM under FCC's revised hearing policy to expedite grants.

ONLY FEW PROTEST 3-YR. TV LICENSE

Majority of comments filed with the FCC support the plan, with only a few dissents recorded at deadline time.

ONLY a limited number of comments we filed with FCC last Tuesday at the deadli for filing on the Commission's proposed thr year license plan for television [B•T, July 2 The majority support the proposal.

Supporting briefs were tendered last we by NARTB, NBC, DuMont, American Broa casting-Paramount Theatres Inc., WGN-T Chicago, WGAL-TV Lancaster, Pa., WDE TV Wilmington, Del., and WLEV-TV Beth hem, Pa. Earlier, supporting comments we filed by WAAM (TV) Baltimore, WTOP-T Washington, WMBR-TV Jacksonville, Fl KLZ-TV Denver and Storer Broadcasting C

Two new oppositions were filed at deadlin one by the American Veterans Committee a the other by the San Francisco branch American Assn. of University Women. Earli protests had been tendered by UAW-CIO a Americans for Democratic Action, both askin for public hearing on the plan. FCC turn down these pleas [B•T, Aug. 24].

NARTB agreed with the FCC majorit conclusion that the TV industry is mature a stable enough to warrant the three-year licen period. The association supported FCC's vi that substantial savings in time, work a money would accrue to both the Commissi and the industry by having identical licen periods for associated AM, FM and TV st tions.

"The public will benefit by increased st bility in the industry, and hence better pe formance as well as an accelerated expansi of nationwide television service," NARTB o served.

Andrew E. Rice, national executive direct of AVC, agreed with dissenting Comr. Fried B. Hennock that TV is not mature, and mo frequent reviews of programming should b made. Comr. Hennock had chided the Com mission majority for not taking full advanta of the yearly opportunity to study present T programs and for failing to hold the on proposed national public hearing on the su ject.

Mr. Rice said, "The work involved in filin renewal applications is a poor price to pay fo the privilege of using one of our most valuab national assets."

SEATON APPOINTED TO DEFENSE POST

FRED A. SEATON, broadcaster and publisher, was given a recess appointment last Thursday as Assistant Secretary for Defense for Legislative Affairs. He is a former U. S. Senator. The appointment is subject to later Senate confirmation.

Mr. Seaton

Announcement was made from the Denver summer White House, where President Eisenhower is part-vacationing. Mr. Seaton, 43, was one of the President's chief advisers during the 1952 election campaign.

He is president of KHAS Hastings and KMAN Manhattan, both Kansas, and vice president of KGGF Coffeyville, Neb. He was appointed to the Senate to succeed the late Sen. Kenneth Wherry (R-Neb.) in December 1951 and served one year. Then he retired from the Senate.

Mr. Seaton said he "naturally" was happy to "rejoin the Eisenhower team in Washington." The publisher of the *Hastings Tribune* and seven other newspapers in South Dakota, Nebraska and Wyoming, said he planned to be in Washington next week. He had been rumored as a possible candidate in 1954 for the Senate seat now held by Sen. Dwight Griswold (R-Neb.) [B•T, July 27]. Mr. Seaton, in addition to radio-newspaper interests, also publishes the *Western Farm Life* magazine in Denver.

Revised 'Daytime' Rule Asked

WBMD Baltimore, a 1 kw daytime station on 750 kc, has asked FCC "to give serious consideration to the establishment of a more equitable time schedule for daytime stations" so as to allow uniform year-round programming from 6 a.m. to 7 p.m. "or some compromise thereof."

WBMD's letter followed a similar request by WGAY Silver Spring, Md., assigned 1 kw daytime on 1050 kc [B•T, July 27]. FCC's rules presently limit daytime stations to sunrise-to-sunset operation only, which varies with the season of the year. WBMD's letter has received support by Rep. Edward A. Garmatz (D-Md.) and inquiry to FCC on the matter by Sen. J. Glenn Beall (R-Md).

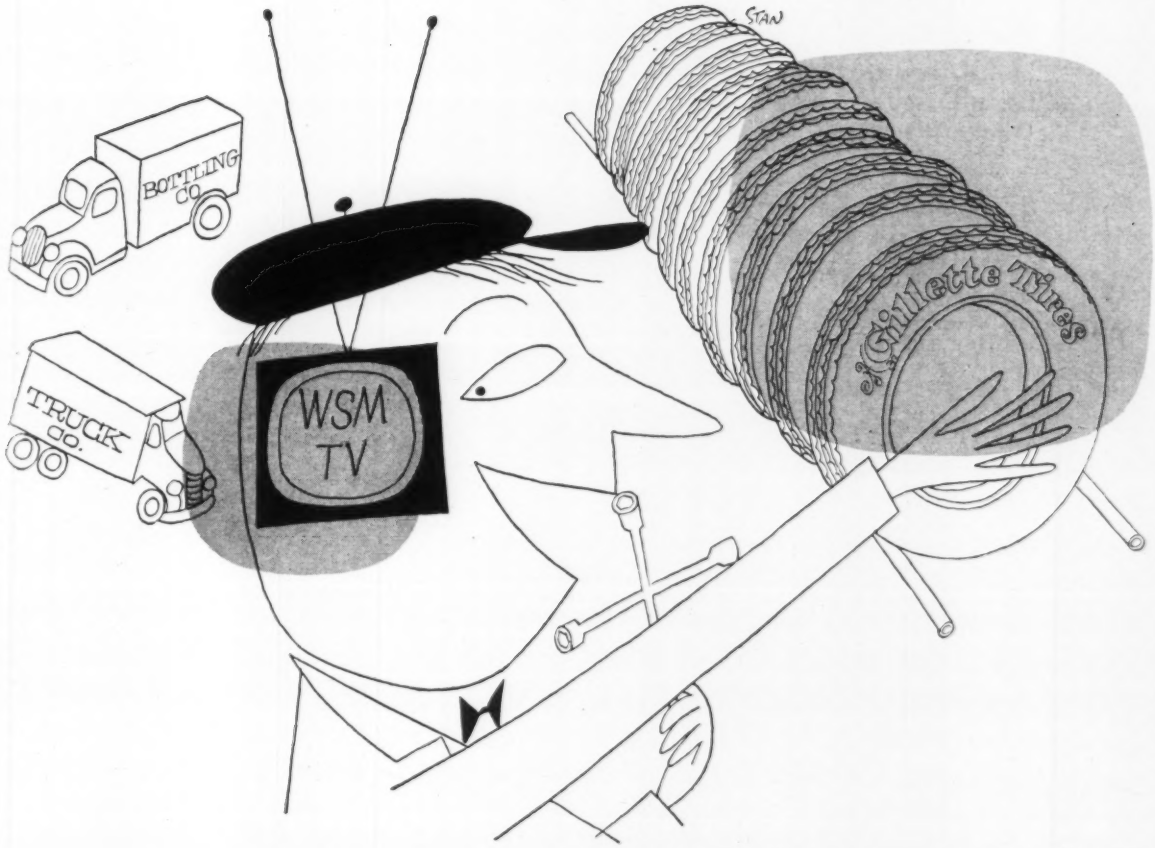
WSAU Seeks Vhf Ch. 7

WSAU Inc., operator of WSAU Wausau, Wis., is applicant for vhf Ch. 7 there in competition with the mutually exclusive bids of WOSA Wausau and Wisconsin Valley TV Corp. The WSAU application, filed in June 1952, inadvertently was omitted from the listing of Wausau Ch. 7 applicants in the BROADCASTING • TELECASTING compilation of FCC's revised city priority list [B•T, Aug. 24]. Wausau is city No. 44 in the Group A priority list.

USIA Sets Divisions

FOUR geographic divisions of activities within the U. S. Information Agency have been set up by Theodore C. Streibert, director. Last week he appointed four persons, Nedville E. Nordness (Europe), William L. Clark (American Republics), Saxton Bradford (Far East) and G. Huntington Damon (Near East, South Asia, Africa). All will be headquartered in Washington but will spend half of the time in their regions. USIA operates Voice of America.

XUM



"...Good Increases in Business..."

In January, Ragland Potter and Company of Nashville, having used television through the Walter Speight Advertising Agency for other products, decided to see what WSM-TV could do for their wholesale Gillette Tire Department. Here in the words of a Ragland Potter official is what happened:

"After our first program a Bottling Plant in Kentucky made immediate inquiry preparatory to placing an order for Gillette Tires on all their trucks (they placed it!). The bus line of a progressive Middle Tennessee town has made arrangements to equip all busses with Gillette Tires as a direct result of our television advertising. Also as a result of a TV commercial, a logger gave an order for tires for eight trucks. In addition to these, our dealers have reported good increases in business."

"Our dealers and salesmen are keyed up over our TV advertising. And judging from consumer demand, we expect to improve our position in the Tire Field as a direct result of TV advertising...."

This is no isolated instance. Irving Waugh or any Petry man can cite similar success stories in every field. How about building one for your product?

Nashville WSM-TV Channel 4

EIGHT TVs IN SEVEN CITIES IS STARTING SCORE FOR WEEK

Six vhf, two uhf are the beginners. Butte, Mont., gets its first two at once; Twin Cities also see a pair begin. Other new outlets are in Chico, Calif.; Buffalo; Pensacola, Fla., and Columbia, S. C.

SEVEN cities saw eight television stations—six of them vhf—begin commercial operations last week.

In one of them, Butte, Mont., where there had been no commercially operating TVs, two outlets began programming almost simultaneously.

In the Twin Cities of Minneapolis and St. Paul, WTCN-TV and WMIN-TV went on the air with programming, sharing vhf Ch. 11. This marks the second large city to see share-time stations in operation, the other being Kansas City, Mo., where KMBC-TV and WHB-TV share vhf Ch. 9 [B•T, Aug. 3].

The second uhf station and third television outlet in Buffalo, N. Y., was planning to begin its commercial schedule today (Monday) on Ch. 59. The only other uhf station to start programming during the past week was WNOK-TV Columbia, S. C., on Ch. 67.

WEAR-TV Pensacola, Fla., started operating on vhf Ch. 3, and KHSL-TV Chico, Calif., vhf Ch. 12, made its debut two days ahead of schedule.

Here are the newest stations to begin commercial operation:

KHSL-TV Chico, Calif., vhf Ch. 12 (CBS-TV, represented by W. S. Grant).

KOPR-TV Butte, Mont., vhf Ch. 4 (ABC-TV and CBS-TV, represented by George P. Hollingbery).

KXLF-TV Butte, Mont., vhf Ch. 6 (represented by Walker Representation Co.).

WBES-TV Buffalo, N. Y., uhf Ch. 59 (represented by The Bolling Co.).

WEAR-TV Pensacola, Fla., vhf Ch. 3 (CBS-TV, represented by George P. Hollingbery).

WMIN-TV St. Paul, Minn., vhf Ch. 11 (ABC-TV, represented by O. L. Taylor Co.) [share time with WTCN-TV Minneapolis].

KNOK-TV Columbia, S. C., uhf Ch. 67 (CBS-TV and DuMont, represented by Paul Raymer Co.).

WTCN-TV Minneapolis, Minn., vhf Ch. 11 (ABC-TV, represented by Blair-TV) [share time with WMIN-TV St. Paul].

Although most of last week's newest stations were vhf, many timebuyers and others in the industry were watching the Pittsburgh market, where a fortnight ago another uhf outlet began programming [B•T, Aug. 24].

WENS (TV) was the steel city's second uhf facility to start regular programming. The impact of multiple television facilities in a major city previously served with only one vhf station is described by WENS executives as "beyond expectations."

"The sponsors are on our side," one WENS official told B•T, "and so are the listeners. Conversion business is booming—and so is our signal." He said the station was being well received as far as 80 miles away.

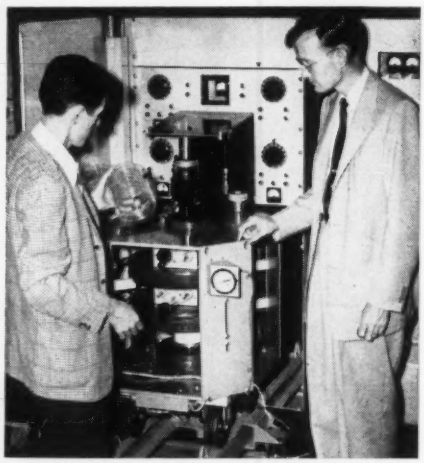
Larry H. Isreal and Don Faust, managing partners of the station, said that in the choice evening time only two 30-minute periods remained to be sold. "That's how uhf has caught on in Pittsburgh," they enthusiastically asserted.

"We didn't go on the air with any special discount deals just because we were a uhf station, either," Mr. Isreal disclosed. "We sold everything—and are continuing to sell everything—at the full card rate. Discounts? We don't believe in 'em."

Peter Thornton, publicity director for WENS, reported that one of the biggest boosts the station got was its televising of the Pittsburgh Pirates baseball game Aug. 29—the first time the Pirates had ever been telecast in Pittsburgh.

"With this kind of sports coverage, as well as all our other local and network (ABC-TV and CBS-TV) shows, we expect that 40% to 50% of the TV sets in the Pittsburgh area will be converted to uhf within three months," he said.

KHSL-TV Chico, Calif., went on the air two days before its scheduled date for the start of programming. The station, which made its debut Aug. 29, was host to mayors and civic representatives of seven Northern California cities.



INSPECTING the roll-out dolly which houses tuning coils and the Klystron amplifier for DuMont's 5 kw uhf transmitter built for WNOK-TV Columbia, S. C., are Stan Pauloski, research engineer for DuMont, and Don Willoughby, chief engineer for WNOK-TV. The Columbia station is assigned uhf Ch. 67 and began operating Sept. 1.

Russell Pope, chief technical director for the station, said it was being well received 134 miles south of Chico in Sacramento. He claimed the signal thrown into Sacramento from KHSL-TV was better than that received in the California capital from stations located in San Francisco, less than 100 miles away. He attributes the Chico outlet's coverage to an antenna location 1,250 feet above the floor of the Sacramento valley. KHSL-TV is affiliated with CBS-TV and NBC-TV.

Howard Barrett, vice president and general manager of KRBC-TV Abilene, Tex., said the vhf Ch. 9 outlet, a primary NBC-TV affiliate, is using a 5 kw transmitter with an effective radiated power of 29.5 kw.

"Excellent reception—up to 160 miles away—and better than the three or four other stations seen in the area" was claimed by Mr. Barrett. He said 60 towns in the Central West Texas area reported good reception.

WMIN-TV and WTCN-TV St. Paul-Minnesota vhf Ch. 11 share time stations made their Sept. 1 target date, "one of the few times in television history that a station has named its opening day and kept it," according to N. L. Bentson, president of WMIN-TV.

"The tee off was smooth and the reception excellent," Mr. Bentson remarked.

David M. Campbell, program director for WNOK-TV Columbia, S. C., said the stati using the second 5 kw uhf Klystron transmi produced by DuMont, began commercial p gramming Sept. 1. Mr. Campbell said th viewers more than 70 miles away said th were getting good pictures and sound. T station's ERP is 93.5 kw visual.

WNOK-TV is affiliated with CBS-TV a DuMont, with program service scheduled fr 2 p.m. to 11 p.m. daily.

WCAN-TV's Plans

Elmer F. Jaspen, assistant general mana of WCAN-TV Milwaukee, Wis., uhf Ch. outlet planning its debut this week, said a sur completed last week indicated that 18.3% the Milwaukee area sets are converted to ceive uhf. About 50% of the set owners they will have converted their sets within th months.

"Perhaps the one single factor which sti ulated conversions was a full page ad run the morning newspaper on Aug. 14 in wh WCHN-TV listed the 21 most popular makes in Milwaukee and what it would c to equip each for Ch. 25," Mr. Jaspen said.

Joseph S. Field, president and general m ager of WIRK-TV West Palm Beach, F said commercial telecasting was planned Sept. 13. The test pattern went on Aug. he said. Mr. Field said the station will se 60,000 families "in the heart of the Flor Gold Coast."

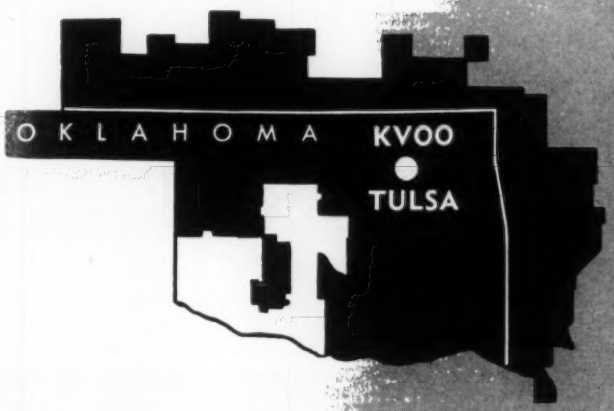
Barton Pitts, president of KFEQ-TV Joseph, Mo., vhf Ch. 2, announced that station will begin commercial operation Se 27 with ERP of 52 kw visual.

The station plans extensive farm progra ming under the direction of Harold J. Schm farm service director, Mr. Pitts disclosed. added the outlet is a CBS-TV and DuM affiliate.

A. R. Hebenstreit, president of KGGM-T Albuquerque, N. M., said his station has a Sept. 27 target date. It will be a CBS-T affiliate.

WOKY-TV Milwaukee, Wis., uhf Ch. grantee, will be on the air Sept. 30, Lee Bar station manager, said last week. He said outlet has leased part of the transmitter bui ing and tower of WEMP Milwaukee. T lease, he advised, will not affect a previo agreement between WEMP and the Milwauk Vocational School, educational applicant

MUSING over drawings and comparing them to the real thing are L. C. Judd, vice president; Dick Troxel, operations director and Bill Latham, chief engineer, of WITV (TV) Fort Lauderdale, Fla., at the site of the station's new studios. Construction is nearly completed. Target date for the uhf Ch. 17 station is late November.



FACTS THAT COUNT

Black on map shows a portion of the vast market covered by KVOO. Consult Nielsen Map for entire coverage.

Since 1925 KVOO has been the dominant Voice of Oklahoma serving an ever-increasing audience with a continually increasing level of income. KVOO, alone, blankets the important Tulsa Market Area, and provides concentrated coverage in the rich adjoining counties of Kansas, Missouri and Arkansas which depend, to a large extent, upon Tulsa for shopping headquarters.

For the statistically minded — here are the Nielsen figures:

Days Per Week	Weekly NCS Circulation Daytime	Nighttime
6 or 7 Days a Week	277,720	168,650
3 or More Days per Week	347,780	267,120
1 or More Days per Week	405,560	378,900

Here are Pulse Reports for Tulsa County for April, 1953:

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-8 PM
KVOO	**35**	**40**	**43**
"B"	20	19	23
"C"	18	16	16
"D"	10a	9	a
"E"	8	8	5
"F"	6	5	5

a Does not broadcast for complete 6 hour period and share of audience is unadjusted for this situation.

*Count the Facts**

By every measurement of audience size, audience response, audience loyalty, KVOO always leads. By every measurement of advertiser satisfaction, KVOO continually stands far out in front. For proof, ask any National advertiser who has used Oklahoma's Greatest Station; ask any local advertiser (and they are legion) and you'll get firm, enthusiastic affirmation of KVOO's enviable position of dominance in Oklahoma's No. 1 market.

*For further details write KVOO or see the KVOO Ad in Sales Management's 1953 Survey of Buying Power

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

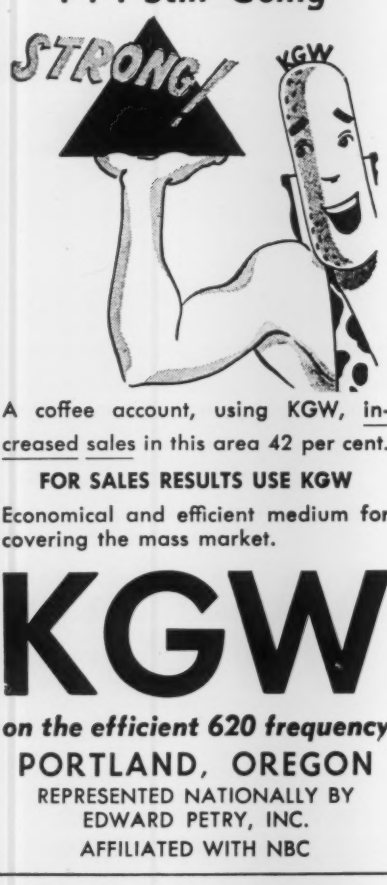
Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

vhf Ch. 10, under which the school also will share the tower.

Hugh Boice, general manager of WEMP, said that his station was one of three applicants for vhf Ch. 12. He said WEMP has sought a TV permit since 1948.

John K. Reese, vice president in charge of programs for WROL-TV Knoxville, Tenn., vhf Ch. 6 grantee, advised B•T that the 2 kw RCA transmitter has arrived and programming is expected to begin Oct. 1. ERP will be 8.02 kw, he said. WROL-TV will be Knoxville's first TV station, according to Mr. Reese.

WTSK (TV) Knoxville, uhf Ch. 26, also has set an Oct. 1 target date. W. R. Tuley, principal owner of WTSK, said the station would be a network affiliate and will operate from 5:30 to 10:30 p.m.

A spokesman for WTOB-TV Winston-Salem, N. C., said the uhf Ch. 26 station will have a test pattern on the air by Sept. 15. Commercial programming debut had been planned for Oct. 1. Class A hour rate has been set at $200.

Frank W. Mayborn, president of KCEN-TV Temple, Tex., vhf Ch. 6 facility, said he hoped to begin programming about Nov. 1. "The tower is being erected now, and most everything else is in transit," he added.

KCEN-TV will be located half-way between Waco and Temple.

Comdr. M. W. Loewi, president of WITV (TV) Fort Lauderdale, Fla., said the station on uhf Ch. 17 will be the first in the nation to use RCA's new "peanut pattern" directional antenna. He said the devise will enable WITV to "pinpoint the strength" to cover the "mass Gold Coast audience from Palm Beach to Key Largo."

Comdr. Loewi said WITV will be the most powerful TV station in Florida with effective radiated power of 430 kw visual from a 752-foot tower. He added that the RCA transmitter already has arrived.

People want uhf conversion in Wisconsin, Don C. Wirth, vice president and general manager of WNAM-TV Neenah said last week. He reported that nearly every set sold is equipped to receive uhf Ch. 42. He said that no target date has been announced, but that "late November or early December" would be "a good guess."

More than 300 TV set dealers and distributors will be guests of WRTV (TV) Asbury Park, N. J., on Sept. 17, when it holds a dinner party to preview its programming and plans to help dealers sell uhf sets and converters.

WRTV has a December target date. Mr. Reade asserts the outlet will be an independent operation, stressing local programming and local news coverage.

John J. Laux, executive vice president and general manager of WSTV-TV Steubenville, Ohio, vhf Ch. 9, said no target date has been set. He said the station's 800-foot tower will be the highest in the tri-state area. With ERP of 230.5 kw visual, the station will cover cities as far away as Pittsburgh and Youngstown, Mr. Laux predicted.

William Carpenter, general manager of WTOV-TV Portsmouth, said the uhf Ch. 27 outlet has leased a 410-foot tower from the Portsmouth Radio Corp. The tower, he said, is the highest permitted by the CAA in the area and will allow WTOV-TV to begin test patterns by mid-September. ERP will be 20 kw visual.

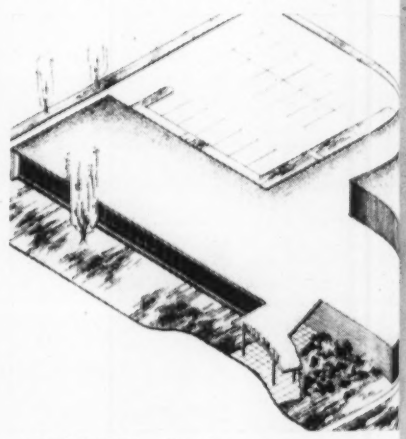
WWOR-TV Worcester, Mass., has set an on-the-air target date for Oct. 31, a station spokesman said. He said WWOR-TV has bought land and building previously owned by General Teleradio for its WGTR (FM). The building, he added, is being remodeled and expanded for TV use. The site is 1,619 f above sea level atop Mount Asnebumskit.

Ansel E. Gridley, president and gener manager of the station, said WWOR-TV h set up a heavy pre-operational and continui promotion budget.

WWOR-TV commercial manager is Leona V. Corwin, formerly with Frederic W. Z Representation is being handled by Paul H Rayner Co.

The first uhf station in the Boston are WTAO-TV on Ch. 56, was to have started i test pattern operations last week. The statio opening is planned for Sept. 28. By that tim station officials predict, there will be 75,000 t 100,000 conversions to the uhf channel in th WTAO-TV viewing area.

W. A. Pomeroy, president of WILS-T Lansing, Mich., said that in the Lansing ar there already were 7,734 sets converted to u Ch. 54. The figures were obtained, he sai from a CPA report of dealers polled by Harr



ARCHITECT's drawing shows the new WJDX-AM-FM-TV Jackson, Miss., studio home. Licensee of the stations, Lamar Life Broadcasting Co., was granted a CP Aug. 26 for a new vhf station, WJDX-TV, on Ch. 3. Estimated construction cost of the new TV station is $511,375. WJDX-TV also estimated first year operating cost at $365,000; revenue, $340,000. City studios are to be constructed in the 700 block of South Jefferson St. Property fronting the street is 300 ft. and depth is 160 ft. Building will provide a large lobby, two radio studios, two TV studios and a second floor public viewing area. TV target date is early 1954.

Rheames & Ambrose, Lansing certified publi accountancy firm.

WILS-TV, a DuMont affiliate represented b the O. L. Taylor Co., plans a Sept. 20 start o commercial programming.

The total number of commercially operati TV stations in the U. S. and territories (inclu ing WBES-TV Buffalo, due on today) is 22 KUHT (TV) Houston and KETH (TV) La Angeles, both noncommercial educational st tions, raise the total-on-the-air number to 23 KUHT is vhf and KETH is uhf.

Commercial vhf outlets number 168, o which 60 are post-thaw stations. Commerci uhf stations total 60, all post-thaw. Total com mercial post-thaw (vhf and uhf) number 12

• Here are the grantees which contempla starting within the next 30 days. The inform tion is provided by the station executives, th national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, represented b W. S. Grant, Oct. 4.

CALIFORNIA

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), re

resented by W. S. Grant Co., started Aug. 29 (granted STA).

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, uhf Ch. 47 (ABC-TV), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. 28).

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KSBW-TV Salinas) (granted STA).

KIC[illegible] (TV) Salinas, uhf Ch. 28, Fall.

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KMBY-TV Monterey) (granted STA).

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Fall.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 20.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., started Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 27.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 13.

ILLINOIS

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 15.

WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September (granted STA).

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf Ch. 56 (DuMont), Sept. 28 (test pattern started Aug. 31).

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

WILS-TV Lansing, uhf Ch. 54 (DuMont), represented by O. L. Taylor Co., Sept. 20.

MINNESOTA

WTCN-TV Minneapolis, vhf Ch. 11 (ABC-TV), represented by Blair-TV, started Sept. 1 (share time with WMIN-TV St. Paul) (granted STA Aug. 25).

WMIN-TV St. Paul, vhf Ch. 11 (ABC-TV), represented by O. L. Taylor Co., started Sept. 1 (share time with WTCN-TV Minneapolis) (granted STA Aug. 28).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30 Fall.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KHQA-TV Hannibal, vhf Ch. 7, represented by Weed-TV, Sept. 10 (granted STA Aug. 21; test pattern started Aug. 27).

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

KSTM-TV St. Louis, uhf Ch. 36 (ABC-TV), represented by H-R Television, Sept. 27 (granted STA Aug. 25).

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV and CBS-TV), George P. Hollingbery Co., started Sept. 1 (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., started Sept. 1

For TV towers up to 3000 feet

Specify Emsco engineered "Towers of Strength"

Conservatively engineered, Emsco towers rigidly meet both RTMA and AISC standards. Their bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs... and insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!*... backed by a pioneering experience of more than 25 years in steel tower fabrication... and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. *Prompt delivery assured!*

EMSCO

TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY

LOS ANGELES, CALIFORNIA

Houston, Texas · Garland, Texas

Typical Emsco guyed tower installation, Louisville, Ky.

WCKY

50 GRAND IN WATTS

PROVIDING THE BEST IN PUBLIC SERVICE

THE *L. B. Wilson* STATION CINCINNATI

XUM

WCKY

50 GRAND IN WATTS

DOING THE REAL JOB FOR THE ADVERTISER

THE *L. B. Wilson* STATION CINCINNATI

THREE-MAN management team inspects the construction site for WNHC-TV's new tower atop Gaylord Mt. in Hamden, Conn. The New Haven station says the area being cleared for the tower's base is 32 x 32 feet. When completed the base will encase 1,536,000 pounds of concrete. On the tour are (l to r): Aldo De Dominicis, WNHC treasurer and general manager; Vincent De Laurentis, vice president in charge of engineering, and Patrick J. Goode, president of Elm City Broadcasting Co.

(test pattern started Aug. 14).

NEW MEXICO

KGGM-TV Albuquerque, vhf Ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA).

KOAT-TV Albuquerque, vhf Ch. 7 (ABC-TV), represented by George P. Hollingbery Co., Sept. 15.

NEW YORK

WBES-TV Buffalo, uhf Ch. 59, The Bolling Co., today (Monday) (granted STA).

NORTH CAROLINA

WCOG-TV Greensboro, uhf Ch. 57 (ABC-TV), Oct. 30.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Oct. 15.

WTOB-TV Winston-Salem, uhf Ch. 26 (ABC-TV), represented by H-R Television Inc., Oct. 1 (test pattern to start Sept. 15).

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Fall.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall.

WUTV (TV) Youngstown, uhf Ch. 21, September.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-TV and DuMont), represented by The Bolling Co., Oct. 1.

PENNSYLVANIA

WCHA-TV Chambersburg, uhf Ch. 46, represented by Forjoe TV Inc., Sept. 15 (granted STA).

WILK-TV Wilkes-Barre., uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

WNOW-TV York, uhf Ch. 49 (DuMont), represented by George P. Hollingbery Co., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co., began Sept. 1 (test pattern started Aug. 29).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., October (granted STA Aug. 28).

WROL-TV Knoxville, vhf Ch. 6 represented by Avery-Knodel Inc., Oct. 1.

WTSK (TV) Knoxville, uhf Ch. 26, Oct. 1.

WHBQ-TV Memphis, vhf Ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 26).

TEXAS

KNUZ-TV Houston, uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 24 (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Sept. 15.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern started Aug. 15) (granted STA).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 15-Oct. 1.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV.

WTAP (TV) Parkersburg, uhf Ch. 15, Sept. 21.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25 (CBS-TV), represented by O. L. Taylor Co., September.

WOKY-TV Milwaukee, uhf Ch. 19 (ABC-TV), represented by H-R Television, Sept. 30.

SIGNING contract for purchase of WICH Norwich, Conn., is tax authority J. K. Lasser (r), who buys property for $75,000 from Eastern Connecticut Broadcasting Co. Observing are John Deme (l), Eastern Connecticut president, and Donald Lasser, son of the new owner. Mr. Deme will continue until early next year as co-manager of WICH with Donald Lasser.

* * *

Deme Group Sells WICH To Lasser for $75,000

SALE of WICH Norwich, Conn., by John Deme and associates for $75,000 to New York tax authority J. K. Lasser was announced last week. The sale is subject to FCC approval.

Mr. Lasser is president of a New York accounting firm bearing his name and heads the Institute of Federal Taxation at New York U. He also is author of popular books on personal and small business taxation as well as the annual book, *Your Income Tax*.

Mr. Deme is president of Eastern Connecticut Broadcasting Co., WICH licensee. He will continue with WICH as co-manager until Jan. 31, 1954. The other co-manager will be Donald Lasser, son of the buyer.

Other principal stockholders and officers in Eastern Connecticut Broadcasting who dispose of their ownership interests along with Mr. Deme include Clifford C. Oat, secretary, and Harrison C. Noyes, treasurer. Messrs. Oat and Noyes are co-owners and publishers of the *Norwich Bulletin* and *Sunday Record*.

WICH operates full time on 1400 kc with 250 w.

RCA, GE GEAR GOES TO DOZEN

SIX TV stations not on the air and six already operating TV outlets were shipped new transmitting and amplifying equipment by RCA and GE last week.

KOMO-TV Seattle, vhf Ch. 4 outlet planning a Dec. 11 debut, was sent a 25 kw transmitter by RCA. It will enable the station to transmit with effective radiated power of 100 kw visual.

KCEN-TV Temple, Tex., which has set a Nov. 1 target date, was shipped a 10 kw RCA transmitter for its vhf Ch. 6 operation.

KSTM-TV St. Louis, Mo., uhf Ch. 36 station planning a Sept. 27 start; WBTM-TV Danville, Va., uhf Ch. 24 outlet proposing an Oct. 1 debut, and WECT (TV) Elmira, N. Y., uhf Ch. 18 facility which contemplates an Oct. 1 commencement, all were shipped RCA 1 kw transmitters.

GE, meanwhile, shipped a 1 kw amplifier to WPFA-TV Pensacola, Fla., uhf Ch. 15 station planning to begin Sept. 27.

Equipment by RCA last week to existing stations included a 50 kw vhf transmitter sent to WNHC-TV New Haven, Conn., which will boost the station's ERP to 316 kw visual; a 2 kw amplifier to WGN-TV Chicago, which will increase the outlet's ERP to 316 kw; a 10 kw transmitter to WDAY-TV Fargo, N. D., and another 10 kw transmitter to KROC-TV Rochester, Minn.

GE sent existing stations the following equipment: One 35 kw amplifier to KING-TV Seattle, and one 1 kw amplifier to KRTV (TV) Little Rock, Ark.

O'Shae Takes WFTL-TV Post

DAVID L. O'SHAE has been named national sales manager of WFTL-TV Fort Lauderdale, Fla., to complete the station's executive sales staff. Mr. O'Shae formerly was with Weed TV, national representative for WFTL-TV. He also has been associated with WMIE Miami, General Foods and the *Miami Daily News*. G. F. (Red) Bauer is WFTL-TV local and regional sales manager.

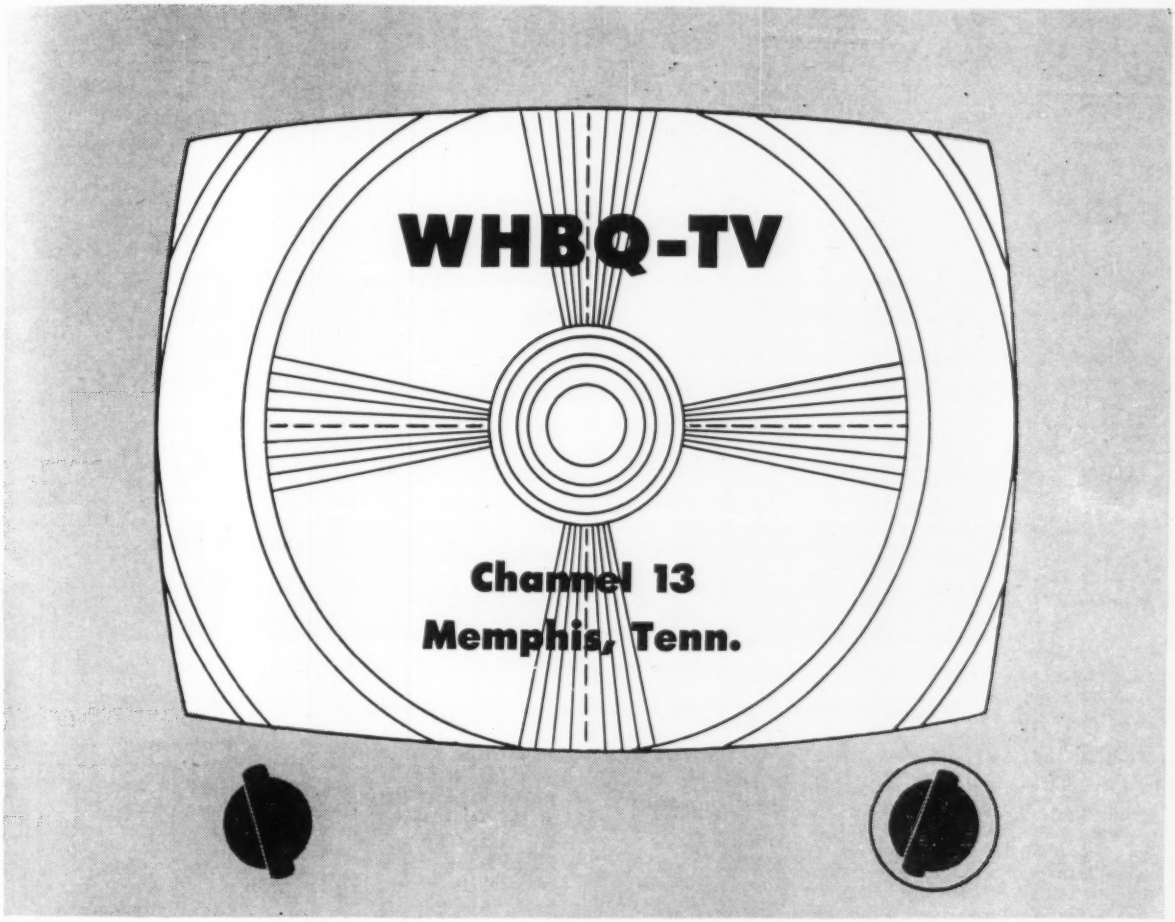
Mr. O'Shae

Jackson Joins WAKR-TV

LOWELL E. JACKSON, sales manager of Central Division of ABC radio, Chicago, has resigned to join WAKR-TV Akron, Ohio, as sales manager, it was announced last week. Mr. Jackson will assume his new duties Sept. 15. ABC has not appointed successor yet.

WDSU-TV Rate Card

WDSU-TV New Orleans has issued its rate card No. 7, effective Oct. 1, which revises one-time Class A rates to $600 per hour. Louis Read, vice president, said 85,000 new TV homes have been added to the station's audience since its last rate card Sept. 1, 1952, and said there now are 200,000 TV homes in the Greater New Orleans market. WDSU-TV also boosted its effective radiated power to 100 kw maximum on Aug. 15, he said.



get set...GO!

Soon . . . within a day or two of October 1st . . . Memphis—capital city of the Mid-South Empire . . . Memphis, center of the nation's eleventh wholesale market . . . Memphis—serving four million people with purchasing power in excess of two and one-half billion dollars will have a new and powerful sales force ready to work for you. Soon WHBQ—a Columbia TV affiliate—will be on the air.

☆ ☆ ☆

It's not too early—nor too late—to get information on rates and availabilities.

WHBQ-TV

CHANNEL 13 • *A New Columbia Affiliate*

OFFICES: HOTEL CHISCA • MEMPHIS, TENN. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BOULWARE NAMED WLWT (TV) MANAGER

ROBERT H. BOULWARE, commercial manager of WSAI Cincinnati for five years and before that national sales manager, has been appointed manager of WLWT (TV) that city, Crosley Broadcasting Corp. outlet, according to a joint announcement last week by R. E. Dunville, Crosley president, and J. T. Murphy, vice president of Crosley TV operations. His appointment was effective last Tuesday. He is an Ohio U. graduate.

Mr. Boulware

Hall Heads KLAC-AM-TV As Fedderson Resigns

MORTIMER W. HALL, president of KLAC-AM-TV Hollywood, will take over complete managerial responsibilities and will not appoint a successor to Don Fedderson who has resigned as vice president-general manager effective Sept. 15 to set up his own business in packaging television shows.

In an amicable release from his 10-year contract with Mrs. Dorothy Schiff, owner of the stations, Mr. Fedderson has agreed not to go into TV station management in the Los Angeles area for the next two years. He also will give his exclusive services as radio consultant to KLAC for the next two years, with a five year renewal option, according to agreement.

Mr. Hall denied Mr. Fedderson's contract release and settlement, which had 2½ years more to go, was the result of a pending sale of KLAC-TV to an unnamed group for approximately $2½ million. Stating that "anything is for sale except your family," he admitted KLAC-TV can be bought "for a price" and that there have been offers made, but no deal is pending. He said emphatically that the radio station (KLAC) is not for sale.

Mr. Fedderson expects to establish his packaging business in Beverly Hills about Oct. 1. He will be associated with the half-hour filmed *Liberace* package (distributed in 82 markets by Guild Films) and *Life With Elizabeth*, starring Betty White, now being filmed for fall syndication by Guild.

Wixson Resigns From KGA; Gen. Mgr. Since 1946

HARVEY WIXSON, general manager of KGA Spokane, has announced his resignation, effective Sept. 17.

Mr. Wixson has been associated with Spokane radio stations for the past 25 years and has been general manager of KGA since 1946. He joined the station in the spring of 1928 as an announcer, later becoming director and commercial manager.

When KGA and KHQ were separated in 1946, Mr. Wixson was named general manager of KGA. Station was taken over on a lease basis June 30 by The Bankers Life & Casualty Co. of Chicago.

Wishful Thinking?

LAST Sunday's *Youngstown* (Ohio) *Vindicator,* in its lead editorial, discussed WFMJ-TV's new 1,000 foot tower. The paper reported again and again that the tower would cost $225,000, would be 1000 feet high, would be guyed with nine cables as thick as a man's arm, would cost $225,000, would be of triangular construction, 11 feet to the side and would cost $225,000. "The high price of the tower," the paper observed, "illustrates the heavy costs of television. . . . Television is so expensive," the editorial continued, "that charges for time are necessarily high, so that few local advertisers can afford to buy more than 'spot' announcements measured in seconds. With outgo high and income thus limited, all the new TV stations are losing money, and except for a few large stations the industry is still wondering how its economic problem is to be solved."

Fowler Succeeds Whaley As Brown Stations' AM Head

STORM WHALEY has resigned as vice president in charge of radio of the Brown Schools stations. Announcement was made by John E. Brown Jr., president of the John Brown U. Mr. Brown's broadcasting interests include KOME Tulsa; KGER Long Beach, Calif.; KUOA-AM-FM Siloam Springs, Ark.

Mr. Whaley

Clinton Fowler, KGER manager, succeeds Mr. Whaley as the coordinator of the Brown stations. Mr. Whaley also was general manager of KUOA-AM-FM. Cecil Smith, chief engineer at the station, has been promoted to this post.

Mr. Whaley headed the radio operations of the Brown interests since his appointment in 1935 as KUOA manager. He served as president of the Arkansas Broadcasters Assn. last year. Mr. Whaley, who makes his home in Siloam Springs, did not reveal future plans.

Anderson Stays at KOLN; Board of Directors Named

HAROLD (HAP) E. ANDERSON will continue as manager of KOLN-AM-TV Lincoln, Neb., according to John Fetzer, new owner of the stations. Mr. Fetzer is president of Cornhusker Radio & Television Corp., licensee.

Mr. Anderson was general manager and vice president of the stations before they were sold to Mr. Fetzer. The Cornhusker firm was purchased for $650,000 and now is a wholly-owned subsidiary of the Fetzer Broadcasting Corp. The sale was approved by FCC a few weeks ago [B•T, Aug. 24].

New board of directors of Cornhusker: Mr. Fetzer, president and treasurer; his wife, Rhea Y. Fetzer, vice president and secretary, and Carl E. Lee, manager-director of Fetzer Broadcasting Corp.

KGW-AM-FM SOLD TO KING, OTHERS

PURCHASE of KGW-AM-FM Portland, Ore. by a group comprising King Broadcasting Co. (KING-AM-FM-TV Seattle) and other principals of North Pacific Television Inc., TV applicant for vhf Ch. 8 in the Oregon city, was announced last week. Purchase price is $500,000, and an application for FCC approval was being prepared for submission this week.

Sale of the 5 kw station (on 620 kc) is part of a condition on the TV grant to KOIN-TV Portland for vhf Ch. 6 which provided that Pioneer Broadcasting Co. (S. I. Newhouse interests) must sell its AM station before exercising its option to buy 50% of Mt. Hood Radio & TV Broadcasting Co., licensee of KOIN-AM-FM-TV. TV grant to Mt. Hood followed withdrawal of KGW's bid for the same channel.

New owners of KGW in addition to King which will hold 40%, will be Henry A. Kuckenberg, contractor, 35%; Paul F. Murphy, real estate, 16%; Gordon D. Orput, life insurance 6%; W. Calder McCall, gasoline and oil distributor, 2%, and Prescott W. Cookingham, attorney, 1%.

Other Holdings

Same interests are principals in North Pacific Television Inc., except that King Broadcasting Co. is 60% stockholder in the TV applicant. Competing with North Pacific for Portland's Ch. 8 are Portland Television Inc., with Ralph E. Williams Jr. and Robert F. Johnson and other local residents as principals; Westinghouse Radio Stations Inc. (KEX Portland), and Cascade Television Co., comprising George C. Sheehan, Clayton R. Jones and David McKay (KOLO Reno and KORK Las Vegas, Nev.) as principals. The hearing record on the Portland Ch. 8 case was closed July 20, and an initial decision from the heaing examiner is being awaited.

KGW was founded in 1922. It is owned by the Oregonian Publishing Co. (*Portland Oregonian*) which was bought by the Newhouse interest shortly after the end of World War II. Newhouse interests also include WSYR-AM-FM-TV Syracuse, N. Y. (*Syracuse Post-Standard* and *Herald-Journal*), and WTPA (TV) Harrisburg (*Harrisburg Patriot-News*).

Principal stockholder of KOIN-AM-FM-TV is Theodore R. Gamble, who also has interests in KJR Seattle, KLZ-AM-FM-TV Denver and KCMJ Palm Springs, Calif.

WWJ-TV Announces New Rate Increases

RATE CARD No. 12 for WWJ-TV Detroit has been announced by the station to go into effect Sept. 1. Edwin K. Wheeler, general manager of WWJ-AM-FM-TV, stated that the revised rates take into account basic differences between summer and winter programming brought about by network observance of daylight saving time.

The new rate card "makes the same rate applicable throughhout the year for programs that formerly shifted into different rate classifications at time-change," the station said. New Class AA one-hour, one-time rate is $1,600. Class A time for that rate will be $1,400. The station also noted that sets-in-use for the area have increased from 750,000 to over 1,000,000 since its last rate increase was made in February 1952.

XUM

The ONLY professional turntable *tailored* specifically for "fine groove" 33⅓ or 45

- **New, smaller size** . . . only 28" high, 20" wide, 16½" deep
- **Faster starts.** Full speed in less than ¼ turn
- **Easier cuing** . . . through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

SMALLER than any Professional Broadcast turntable . . . yet capable of delivering the same high-quality output as RCA's famous 70 series . . . Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33⅓'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: *The price is right!*

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.

RCA Type BQ-1A Fine-Groove Transcription Turntable. There is ample room for a booster amplifier—and plenty of shelf space for program records.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

CLIENT'S PARTY in honor of opening of new WSAZ-AM-TV Huntington, W. Va., radio-TV studios includes this group (l to r): John D. Amey Jr., Katz Agency, Detroit; Walker Long, secretary of WSAZ Inc. and vice president of Huntington Pub. Co. which owns WSAZ Inc.; "Flora-dora girl" Saundra Earls, one of six girl guides escorting guests through the new studios; Keith Byerly, Katz Agency, Atlanta, and C. Tom Garten, assistant general manager of WSAZ Inc. and manager of WSAZ radio. WSAZ Inc. opened its half-million dollar radio and TV center Aug. 22. Gov. William C. Marland officially dedicated the structure. Industry and trade press representatives were present.

VIOLENCE ENTERS N.Y. STRIKES; WEVD BACK

Mutual's Pete Johnson and William McEvilly were attacked by pickets when they tried to cross a line. WEVD returns to the air, while supervisory personnel are maintaining schedules at WOR-AM-TV.

SETTLEMENT of one strike but physical violence and court action in another marked last week's developments on the broadcast labor front in New York, where WEVD resumed operations on Friday after a 19-day silence due to an engineers' strike, while WOR-AM-TV continued fairly normal schedules only through the efforts of supervisory personnel substituting for their own striking engineers [B•T, Aug. 31, 24].

E. M. (Pete) Johnson, Mutual vice president in charge of station relations, and William McEvilly, executive in the traffic department, were beaten early Sunday morning when they arrived at Mutual's WOR headquarters, and four men were arrested on charges of simple assault. Messrs. Johnson and McEvilly were treated for cuts and bruises and released. Mutual authorities made plain that the arrested men were not members of the engineers local which is on strike—Local 1212, International Brotherhood of Electrical Workers—but rather of Local 3, IBEW.

WEVD management and officials of IBEW Local 1212, representing the nine striking WEVD engineers, came to terms late Thursday and the station resumed operation at 8 a.m. Friday after being off the air since the strike began on Aug. 16. Henry Greenfield, general manager, said the engineers were granted $10 increases per week but that the station won a two-year contract instead of the one-year deal sought by the union. WEVD also won its fight against union demands for additional rest periods which would have added more engineers, and, additionally, retained management control of the work schedule, Mr. Greenfield reported.

Several developments stemmed from the physical violence on Mutual's Messrs. Johnson and McEvilly. The stations' announcers, members of American Federation of Television and Radio Artists (AFL), did not report for work late Sunday, at least one of them calling in to say he feared violence on the picket lines. Some called in to say they were sick.

The anonuncers were back on Tuesday, but Monday the musicians walked out, saying they feared violence, according to station spokesmen. The musicians, members of Local 802, American Federation of Musicians (AFL), returned to work late Wednesday, in time for WOR-TV's *TV Dinner Date* program. As in the case of the engineers, supervisory personnel filled in for the announcers during their absence, while recorded music was used while the musicians were out.

Meanwhile, on Monday, Mutual counsel filed a charge with the National Labor Relations Board claiming that IBEW Local 1212, since the strike started Aug. 18, had "restrained and coerced" other employes by threats and acts of violence. Late Tuesday the lawyers took the case into court, seeking a preliminary injunction to limit the number of pickets and prevent "intimidation" of employes entering and leaving the WOR-AM-TV headquarters. Hearing on this application was set for Sept. 9.

DuMont's WABD (TV) New York, which got the contract to telecast Brooklyn Dodgers home games after the WOR strike made it impossible for WOR-TV to continue such remote pickups, meanwhile apparently won out in its fight with Local 1212. DuMont engineers, members of International Alliance of Theatrical Stage Employes (AFL), had encountered an IBEW picket line when they showed up for the first telecast, and DuMont asked the courts for an injunction to prevent IBEW from interfering.

Pending the court's decision, it was agreed that WABD should go ahead with the telecasts starting Aug. 28, and last week an agreement was reached whereby the station would continue to cover the games for the rest of the season, and DuMont withdrew its court suit. Games are sponsored by Schaeffer Beer and American Tobacco Co., which also sponsored them on WOR-TV before the strike. BBDO, New York, is the agency.

Negotiations were continued looking toward settlement of the WOR-AM-TV strike. There were reports that settlement might be near.

WANTED

TV ProgramDirector

IMMEDIATELY!

Experienced in developing and producing local shows a prerequisite. This VHF applicant is located in one of the first 20 markets of the nation. AM affiliated.

Send complete background, airmail.

Box 770X BROADCASTING

WABT (TV) Boost to 316 kw Delayed 5 Days by Mishap

WABT (TV) (formerly WAFM-TV) Birmingham was scheduled to increase its effective radiated power to 316 kw today (Monday) after a five-day delay caused when a gin pole collapsed while the station's old antenna was being taken down from the 430-foot tower for erection of the station's new 12-bay antenna.

The gin pole and the old, nine-ton antenna fell across the WAPI (AM affiliate) building, caving in the ceilings of several offices and causing moderate damage, according to Henry P. Johnston, president of The Television Corp., licensee, and executive vice president of Birmingham News Co., which late last spring [B•T, April 13] purchased the TV outlet on Ch. 13, WAFM, FM outlet which increased power a fortnight ago to 71 kw. WAPI is leased by the firm on a long-term basis.

WEAW-AM Added to FM

WEAW Evanston, Ill., last Wednesday began regular commercial programming as the newest AM outlet in the Chicago area, operating on 1330 kc with 500 w directional day.

The AM service "is being provided as an additional service at no cost to our FM advertisers," Edward A. Wheeler, president of WEAW and WEAW-FM, announced in full-page advertisements. Stations are licensed to the Northshore Broadcasting Co.

Ads also called attention to increased hours of WEAW-FM programming from 6:30 a.m. to 12 midnight, with format of music, news, sports and community service.

Orville Littick Dies

ORVILLE B. LITTICK, 62, president and general manager of the Zanesville Publishing Co., which owns majority stock of WHIZ-AM-TV Zanesville, Ohio, died Sept. 2 after a two-year illness, described as a rare bone disease. Mr. Littick also served as vice president of Southeastern Ohio Broadcasting System Inc., stations' licensee.

Myer Abelson Dies

MYER ABELSON, 59, board member of General Broadcasting Corp., licensee of WVAM Altoona, Pa., died Aug. 22 at Carlisle, Pa. He was stricken en route home from Philadelphia.

Station Planning Meet Held By Ala. Educ. TV Commission

Plan to apply for a vhf educational TV channel to operate from state's highest point is first business of the group.

THE Alabama Educational Television Commission, which was authorized and given a $500,000 appropriation by the Alabama Legislature last June, held its organizational meeting last Monday in the office of Gov. Gordon Persons.

The AETC elected Raymond D. Hurlbert, Birmingham educator, as chairman, and Thomas D. Russell, Alexander City textile manufacturer and president of the Alabama State Chamber of Commerce, as secretary. Others are Milton K. Cummings, Huntsville cotton merchant; Rex Sikes, Luverne auto dealer, and Mrs. T. S. Acker, Ohatchie housewife.

The firm of Norton & Holt (Ed Norton and Thad Holt), television and radio consultants, Birmingham, was employed as consultants by AETC. Messrs. Norton and Holt built WAFM-TV Birmingham (now WABT [TV]), Alabama's first TV outlet, which was sold last spring to the Birmingham News Co. [B•T, April 13]. Messrs. Hurlbert, Russell and Cummings comprise AETC's executive committee.

AETC voted at its meeting to apply to the FCC for its first educational TV station, which would be erected on Mt. Cheaha, highest point in Alabama, some 12 miles south of Anniston. The AETC outlet's tower would reach 2,000 feet above average terrain and, according to the AETC, "give the widest possible coverage to the most populous area of the state." It would operate with 316 kw effective radiated power.

The AETC television outlet would work in cooperation with the Birmingham Ch. 10 noncommercial educational outlet currently applied for by the Birmingham Area Educational Television Assn. Inc. The latter, or some similar "responsible group," upon grant of Ch. 10 would benefit from an offer of a 5 kw DuMont TV transmitter, antenna and use of studios and cameras made last May by Storer Broadcasting Co., which owns WBRC-AM-TV there [B•T, Aug. 10, May 18].

The state group's plan is eventually to build relay facilities from program sources, particularly from studios to be located on campuses of the U. of Alabama, Alabama Polytechnic Institute and other educational centers.

The AETC named a program board including Mr. Hurlbert, representing public school education; Graydon Ausmus, director of the U. of Alabama Extension Division's radio and TV broadcasting, and L. O. Brackeen, Alabama Polytechnic Institute director of information. It also authorized a programming advisory committee of 15 Alabama citizens, and approved the employment of A. D. Ring & Co., Washington, as consulting engineers.

The Norton & Holt firm will "aid the chairman" and "supervise the planning and construction of all facilities to be used by the commission and . . . advise in matters of budget, personnel and technical and program operations. . . ."

100 kw for WOI-TV

WOI-TV AMES, Iowa, last week announced it will increase power to 100 kw late in November. The station is owned and operated by Iowa State College. New equipment ordered also will transmit "the currently proposed color TV system," WOI-TV Chief Engineer Keith Ketcham said.

220,000* TV screens

make a bright picture for your advertising over

WMCT
MEMPHIS

Memphis ONLY TV Station
WMC WMCF WMCT
*Based on latest distributors' figures

National Representatives The Branham Co.
Channel 5 • Memphis
NBC Affiliate
Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and Dumont

TV Booms Atlanta's Gate

AS the 1954 baseball season headed into the home stretch, proof came last week from Atlanta that not only could baseball and television live in harmony but that TV can help to jam the turnstiles. Reports on attendance of the Atlanta Crackers show that Southern Association club to be leading the league in attendance with 290,510. Of these admissions 80,000 came from "TV Booster Books", promoted by WSB-TV Atlanta before the season began.

Clincher for TV might be the five-day span at August's end when, with WSB-TV telecasting three of those games, the Crackers played to a 42,399 gathering.

'Newark News' Sells WNJR To Rollins for $145,000

WNJR Newark, N. J., has been sold by the *Newark News* for $145,000 to Rollins Broadcasting Inc., it was announced last week. The sale is subject to FCC approval.

Rollins Broadcasting operates WRAP Norfolk, Va.; WJWL Georgetown, Del.; WRAD Radford, Va., and WFAI Fayetteville, N. C. President of the purchaser is Wayne Rollins. Vice president is John Rollins, lieutenant governor of Delaware.

WNJR is licensed to North Jersey Radio Inc., a subsidiary of the *Newark News*. Founded in 1947, WNJR is assigned 5 kw full time on 1430 kc, directional night. Sale was negotiated by Blackburn-Hamilton Co.

Tower Goes to WABC

MYRTLE M. TOWER, ABC national director of program operations, has been appointed program director of WABC, ABC o & o station in New York, it was announced by Ted Oberfelder, ABC vice president and general manager of WABC. Miss Tower has been with ABC for the past eight years. She succeeds as WABC program director William A. Berns, who on Sept. 14 will join NBC's New York o & o WNBC and WNBT (TV) as manager of news, special events and special services.

WJAN Slates Start Thursday

WJAN Spartanburg, S. C., is set to begin commercial operation Thursday with 250 w on 1400 kc, according to James C. Byrd Jr., president and chief engineer. Station will be affiliated with ABC and Mutual. W. Ennis Bray is vice president-general manager. Personnel includes Charles Goodyear, sales manager; Charlie Spears, continuity and news chief; Bob Way, program director, and Jack Davis, morning personality and special events director.

REPRESENTATIVE SHORTS

WMAS-AM-FM Springfield, Mass., appoints H-R Representatives Inc., effective Sept. 1.

KLMS Lincoln, Neb., appoints Joseph Hershey McGillvra Co. as exclusive national representative, effective Sept. 11.

CHLN Three Rivers, Que., appoints Omer Renaud & Co., Toronto and Montreal, as national representative in Canada.

NBC RADIO AFFILIATES HEAR PLANS FOR 28 NEW PROGRAMS, MORE NEWS

Meeting in New York, NBC Radio Network Affiliates Committee members are told of plans for new shows and 13 additional news periods and of a proposal to double sponsors of the "Tandem" plan. The group's chairman, Robert Swezey, and secretary-treasurer, Harold Essex, report to affiliates on the session.

PLANS for wholesale revamping of NBC's radio program schedule [B•T, Aug. 17], providing for 28 new programs and 13 additional news periods a week, were sketched to members of the NBC Radio Network Affiliates Committee at a meeting in New York last Tuesday.

Sales plans disclosed at the meeting, it was understood, included a proposal that NBC's "Tandem" plan be expanded to permit doubling —from three to six—the number of participating sponsors. The proposal reportedly was met with disfavor from the affiliates committeemen but is slated for submission to the full meeting of NBC Radio affiliates in Chicago on Sept. 17.

Under the present "Tandem" operation, three half-hour or 25-minute programs per week are offered for sale to three sponsors, each of whom gets a commercial on each of the three shows. Under the new proposal "Tandem" shows would be saleable to three advertisers in 15-minute, rather than 30-minute, segments. This fall's Tandem lineup consists of *Six Shooter*, a western starring Jimmy Stewart (Sunday, 8-8:25 p.m.); *Barrie Craig*, detective series (Tuesday, 8:30-9 p.m.), and *Eddie Cantor Show* (Thursday, 9:35-10 p.m.).

After the meeting with NBC officials, Affiliates Committee Chairman Robert D. Swezey, of WDSU New Orleans, and Secretary-Treasurer Harold Essex, of WSJS Winston-Salem, sent to all NBC Radio affiliates a brief report on the session, which was preliminary to the full session to be held in Chicago. Messrs. Swezey and Essex told affiliates in their message that they regard the Sept. 27 meeting as "one of utmost importance" which station management should "make every effort to attend."

Meeting with Mr. Swezey's eight-man committee to preview plans to be presented by the network at the Chicago session were William H. Fineshriber Jr., vice president in charge of the radio network; Ted Cott, operating vice president of the radio network; Fred Horton, director of radio network sales; Harry Bannister, station relations vice president; David C. Adams, vice president for administration; John Cleary, director of radio network programs, and Merrill Mueller, radio news and features executive.

Report to Other Affiliates

The Swezey-Essex report to other affiliates said, "The principal presentations were made by Messrs. Fineshriber, Cott and Horton," and continued:

"The reasons for and results of the separation of the operating departments in radio and television, which had been generally urged by the affiliates, were fully discussed with us.

"Messrs. Cott and Fineshriber outlined to us in some detail the program plans which NBC proposed to put into effect Oct. 4. It is the general opinion of your committee that these proposals are constructive and stimulating and give evidence of careful analysis and originality of thought.

"The NBC representatives also discussed with us on a tentative basis certain proposals for sales and promotion efforts designed to create and obtain new business. These reports have not been entirely finalized. We were advised, however, that they would be finalized in time for full presentation to you at the Chicago meeting on Sept. 17.

"This is merely an interim report. It is impossible for us to cover in any detail the various plans and proposals which will be presented for the consideration of the meeting on Sept. 17.

"We believe that meeting to be one of utmost importance to all affiliates and again urge that you make every effort to attend."

All eight members of the affiliates committee attended the Tuesday session. In addition to Messrs. Swezey and Essex, they are: Paul W. Morency, WTIC Hartford; John Norton, WAVE Louisville; Clair R. McCollough, the Steinman Stations; Robert B. Hanna, WGY Schenectady; E. R. Vadeboncoeur, WSYR Syracuse, and Milton Greenebaum, WSAM Saginaw, Mich.

NBC's radio program plans as detailed by Mr. Cott were in line with overall plans as disclosed previously to B•T for "overwhelming the public with such a collection of new programs that they won't dare tune any place else" [B•T, Aug. 17]. The big kickoff is planned for the week of Oct. 4, although some of the new programs will be on before that time.

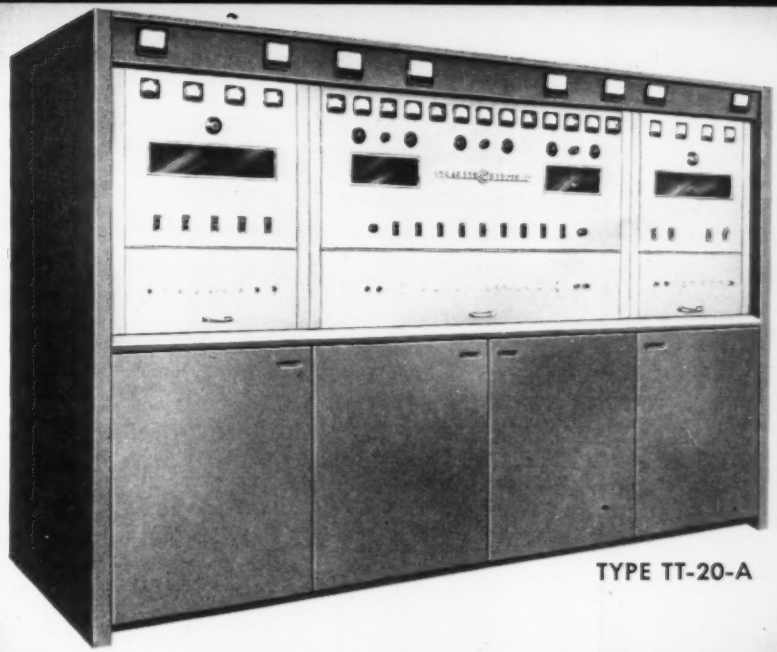
Although times still are tentative and in some cases talent contracts last week still awaited the formality of signatures, Mr. Cott reportedly outlined program schedules which would make NBC's Monday nights *Music Nights*, Tuesdays *Adventure Nights*, Fridays *Comedy Nights*, and will provide, overall, a substantial expansion of news programming.

A two-hour "Sunday newspaper" called *Weekend*, previously disclosed as a roundup of sports, political events, international news, Hollywood and theatre reports, is tentatively set at 4-6 p.m. Sundays, featuring Jinx Falkenberg, Earl Godwin, Leon Pearson, Mel Allen and others. New regular news strips are planned throughout the week, including a "midnight column"—for which a total of 50 newsmen on papers throughout the U. S. have been signed, according to Mr. Cott—which would go into the 11:15 p.m. spot seven nights a week.

The plans include multiple star programs, telephone "party line" techniques for use in quiz shows and "grass roots origination" programs to be picked up from affiliates. A *Golden Treasury* program, consisting of recordings of poetry readings by name stars, is slated for Sunday afternoons. *Fibber McGee and Molly*, formerly a weekly half-hour show, is on the schedule as a quarter-hour strip at 10-10:15 p.m. Monday through Friday.

Singer Frank Sinatra has been set for a private-eye role in *Frankie Galahad*, on the log for Tuesdays at 9:35-10 p.m. *Robert Montgomery's Radio Playhouse* is slated for 6:30-7:30 p.m. on Sundays. Actor Jimmy Stewart is scheduled to appear in *The Six Shooter*, a western, at 8-8:25 p.m. on Sundays. A two-hour *Big Preview* program, consisting of latest record releases with three guest disc jockeys, is on the books for 11 a.m. to 1 p.m. on Saturdays, while a series of lectures by guest experts is scheduled for 7:30-8 p.m. Saturdays, among the other new programs outlined.

1 KW UHF TRANSMITTER: Features new air cooled ceramic seal tubes. Developed especially for UHF television, they are employed in both visual and aural output amplifiers. Also offers: independent operation of driver unit; stability controlled by a single crystal; a complete factory test before shipment.



TYPE TT-20-A

Take the sure road to higher TV power with G-E's 1 KW UHF Transmitter and Helical Antenna!

UHF HELICAL ANTENNA: Features outstanding simplicity of construction; unusually high power gain of 5 per bay; low installation cost; current for deicing—fed through helical radiator; provision for beam-tilting; uniform close-in coverage; special hurricane design.

☆ The important thing for broadcasters to remember is that General Electric can provide the ideal transmitter unit for low ...intermediate...or high power operations...*today!* If your market currently demands *intermediate power*, then *start with this powerful General Electric UHF combination*—the 1KW Transmitter and the High Gain Helical Antenna. With this equipment...and General Electric studio gear...you'll get outstanding dependability and power *now* and you'll be on *the sure road to higher power when you want it!*

General Electric Co., Section 293-7, Electronics Park, Syracuse, N. Y.

You can put your confidence in—

GENERAL ELECTRIC

CBS RADIO MAPS '53-'54 CAMPAIGN

New York Clinic tells promotion managers and affiliates that a "six-figures" drive will attempt to boost the network's billings even beyond the record 1952 total.

AMID confident predictions that network radio is on the upswing again, CBS Radio's 1953-54 campaign—whose cost is placed in "six figures" —was detailed last week to some 125 promotion managers and other executives of CBS Radio Affiliates at a two-day clinic in New York.

John Karol, vice president in charge of network sales, told the group at its opening session Tuesday that CBS Radio's time sales as of August were 16% ahead of those of last August. "This," he said, "is important to you both as a general reflection of the CBS Radio picture and as a factor that increases the desirability of your station in the national and local spot picture."

Radio's Biggest Year

W. Eldon Hazard, network sales manager, reminded the clinic that 1952 was the year of radio's biggest billings to date, and predicted that 1953 would be even better.

Details of the network's 1953-54 promotion campaign, whose slogans are "CBS Radio goes wherever you go" and "CBS Radio is America's greatest traveling show," were presented by Charles Oppenheim, administrative manager of sales promotion and advertising. The campaign is designed to promote radio generally as well as CBS Radio specifically [B•T, Aug. 31].

George Bristol, director of sales promotion and advertising, officially welcomed the group and praised the local promotion support which affiliates have given CBS Radio's programs and its promotion campaigns. CBS Radio President Adrian Murphy also welcomed the station officials and introduced the network's new promotion film, "It's Time for Everybody."

The visiting promotion managers were advised by George Crandall, director of press information, that annual fall kits, containing releases promoting each show on the network, would be distributed to them shortly. As last year, the kits will be divided into two sections —one covering daytime shows, the other covering nighttime shows.

CBS Radio's creative programming plans were reviewed by Lester Gottlieb, vice president in charge of network programs. He reported five programs launched this season would continue in the regular lineup: *Crime Classics, 21st Precinct, Johnny Mercer Show, Cathy and Elliott Lewis Onstage,* and *Rogers of the Gazette.*

Wells Church, director of news broadcasts, forecast that radio news during the coming year would reach a record peak, while John Derr, director of sports, predicted increasing use of edited tape coverage of sports events. Stuart Novins, director of public affairs, emphasized the local effects of CBS Radio's feature projects series, with affiliates presenting local shows based on themes treated in the network's feature productions. Activities in the religious broadcast field were outlined by Dr. George Crothers, director of such broadcasts.

Other speakers included Irving Fein, director of public relations in Hollywood, and John Coffin, treasurer of Sentinel Printing Co., which prints a monthly station promotion magazine with material furnished by CBS Radio.

A surprise appearance at the opening session was made by Jack Benny, who thanked station executives for their promotion of his radio series. "I'm happy about the excitement about people going ahead with radio plans, and I hope that no medium will ever take its place," Mr. Benny said.

Wednesday's session consisted of special seminars dealing with specific station promotion subjects.

A similar clinic for 35 West Coast affiliates of CBS Radio is slated for Sept. 10 at the Palace Hotel in San Francisco.

Booklet Tells CBS-TV Plans To Plug Fall, Winter Shows

THREE consecutive program promotion campaigns planned by CBS-TV for the fall and winter season are detailed in a 24-page brochure, titled "Eye Opener," which was being distributed last week to promotion and general managers of CBS-TV affiliates, clients, and prospective advertisers.

First of the three campaigns is a six-week drive launched Aug. 24 and slated to run to Oct. 1 to tell viewers about new programs and the return of those which took summer hiatus, as well as those which continued throughout the summer. Second drive will run from Oct. 1 to Dec. 31 and is calculated to hold audiences won at the start of the season. Third will start Jan. 1 and will be designed to keep up the momentum of the two preceding drives.

CBS-TV said it will supply affiliates with basic promotion material for both fall campaigns before the 1953-54 season starts. Kits will include 20-second trailers, audio scripts for the trailers, slides, suggested announcement copy, mats and proofs of ads, copy for billboards, products and client stories and pictures, publicity releases, etc.

SCANNING MAP of new Great Western Radio Network are its sales manager, Holly Moyer (l) and Alvin G. Pack, program manager.

RRN's WRRA (FM) Begins

REACTIVATION of the Rural Radio Network's FM outlet at Ithaca, N. Y., on Aug. 30, with 5 kw on 103.7 mc, was announced last week by D. K. deNeuf, RRN general manager. New call letters of the Ithaca station are WRRA (FM), and FCC records indicate it is licensed to Northeast Radio Corp. RRN's former FM outlet in Ithaca was WVSC (FM), which had gone off the air. Mr. deNeuf said RRN presently has a 13-station FM network operating across New York State on a radio relay basis.

GREAT WESTERN NETWORK FORMED

Nine Montana, Idaho and Utah stations band with KDYL Salt Lake City the key outlet. All are NBC-affiliated.

NINE NBC-affiliated stations comprise the ne Great Western Radio Network, grouping Uta Idaho and Montana with KDYL Salt Lake C as key station [AT DEADLINE, Aug. 31]. T network plans to announce selection of a n tional representative in the near future.

Revised plans completed just before Gre Western was announced formally revealed s lection of Holly Moyer, KDYL, as sales ma ager. Mr. Moyer has been in charge of natio spot radio sales at KDYL for the last thr years. He has extensive experience in weste radio sales operations. Alvin G. Pack, KDY program manager and former executive vi president and organizer of Intermountain Ne work, will be director of program operation f the network.

Headquarters will be maintained at KDY offices in Salt Lake City. This will be centr clearing point for sales, programming, ava abilities and billing. Network advertisers w be able to deal with one office rather than wi individual stations.

Organizers of Great Western Radio Netwo are E. B. Craney, operating the XL Statio (KXLF Butte, KXLJ Helena, KXLQ Bozema KXLK Great Falls, KXLI Missoula, all Mont. Henry F. Fletcher, manager of KSEI Pocatell Idaho; Walter E. Wagstaff, manager of KID Boise, Idaho; Florence M. Gardner, manager o KTFI Twin Falls, Idaho, and G. Bennett La son, president and general manager of KDY Salt Lake City.

They pointed out that time will be guarante on all stations, with all using the line facilitie of NBC. Thus the network will be able to offe rates at a lower cost-per-thousand than are no available in the Intermountain West, they con tended, along with a more complete coverag pattern.

Mr. Moyer, a graduate of U. of Colorad was active in Denver radio for years, movin from the talent side into sales at KFEL Denve He became sales manager and joined CBS a account executive in 1943. Two years later h joined the Hollywood office of John Blair Co., handling Pacific Coast accounts for th representative firm. In 1950 Mr. Moyer joine KDYL as national sales manager and has fun tioned on a national and local sales level.

Mr. Pack has been in advertising and radi for over 20 years. A Salt Lake City native, h entered radio in 1930 and in 1942 was name KDYL program director, moving six years late to Intermountain Network as organizer and exe cutive vice president. He opened his own ad vertising agency and recording company i 1950, returning to KDYL as program directo last July.

WKY-TV Signs ABC Basic Pact

WKY-TV Oklahoma City, vhf Ch. 4, has signed a two-year contract with ABC as a basic affili ate, according to P. A. Sugg, manager of th station. WKY-TV already has been carrying ABC-TV programs. It also is a basic affiliate of NBC-TV and carries certain CBS-TV and DuMont programs.

Mr. Sugg also announced that ABC has or dered a new microwave relay system to serv WKY-TV. The system will be ready Sept. 26 Mr. Sugg said.

NBC-TV Releases Circulation Promotion Handbook

A 45-PAGE handbook on "Circulation Promotion For Television Station, Uhf and Vhf," has been published by NBC's advertising and promotion dept. for distribution among NBC-TV affiliates. Based on actual station experience, the material is divided into four main groupings: "Principles, policies and planning"; "Operations, before you go on the air"; "How NBC will help you build circulation," and "after you are on the air."

Drop Contract Suit

BREACH of contract suit, filed in Los Angeles Superior Court July 15, against David Hire and David Hire Productions, Hollywood producers of transcribed MBS *Wild Bill Hickok* [B•T, July 20], has been dismissed by Delira Corp., creator and owner of "Wild Bill Hickok" trade name. Action was dropped Aug. 27.

Eight Affiliates Sign CBS Television Pacts

SIGNING of eight new affiliates by CBS-TV was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. The eight:

KMBY-TV and KSBW-TV Salinas-Monterey, Calif., sharing time on vhf Ch. 8, the affiliation effective Sept. 1; KERO-TV Bakersfield, Calif., vhf Ch. 10, effective Sept. 26; KHQA-TV Quincy, Ill., vhf Ch. 10, Sept. 27; KOMU-TV Columbia, Mo., vhf Ch. 8, Oct. 1; WDAK-TV Columbus, Ga., uhf Ch. 28, Oct. 12; WWNY-TV Watertown, N. Y., uhf Ch. 48, Nov. 15; WKAQ-TV San Juan, Puerto Rico, vhf Ch. 2, Feb. 15, and KOOK-TV Billings, Mont., Ch. 2, Sept. 27.

WABI Adds Yankee, Mutual

WABI Bangor, Me., next Monday will add affiliations with the Yankee and Mutual Networks to its present ABC tieup, Leon P. Gorman Jr., station's general manager said.

ABC-TV STATIONS OFFERED CO-OPS

SEVEN programs, totaling eight hours a week, will be made available to ABC-TV affiliates for sale on a local co-operative program basis in the network's fall schedule, Frank Atkinson, manager of ABC-TV's co-operative program department, announced last week.

The list includes three shows sponsored by national advertisers on portions of the ABC-TV network. Available for co-op sale by other stations, these are: *Baseball Game of the Week*, which Falstaff Brewing Corp. sponsors on 17 stations; *Saturday Night Fights*, sponsored by Bayuk Cigars Inc. on 23 stations, and the Chicago Bears and Chicago Cardinals professional football games, sponsored by Standard Oil of Indiana on eight stations.

TAPE DUPLICATION GOES INTO "MASS PRODUCTION"

with the NEW AMPEX Tape Duplicator

Whether you need thousands—or just a few at a time, high fidelity duplicate tapes can now be produced at a cost comparable to disc recordings. The extraordinary fidelity inherent in a good master tape is retained in the duplicates to as high a degree as a sensitive ear can discern. The AMPEX Tape Duplicator is easy to set up, simple to operate and produces up to 80 hours of duplicate performance in 15 minutes operating time.

Duplicate tapes open new opportunities

RADIO BROADCASTING—"Tape networks" and programming services become practical supplements or alternatives to line networks.

BACKGROUND MUSIC—Tape becomes the best medium for background music in that it provides higher fidelity, longer playing and lower attendance costs.

RECORD MANUFACTURE—With mass duplication of tapes now feasible, all performances currently sold on Lp records can also be offered on tape.

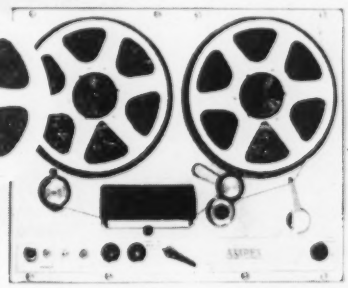
EDUCATION—Systemwide duplication and distribution of educational tapes, music and outstanding school performances becomes practical.

COMMERCIAL DUPLICATING SERVICES—With this efficient equipment now available, excellent business opportunities exist in setting up tape duplication services.

Features of the AMPEX Tape Duplicator

- One to ten simultaneous duplicates (slave recorders can be purchased one at a time as needed)
- Time saving speedup during duplication (as much as 32 to 1)
- *15,000 cycle response on 7½ in/sec. duplicates
- *45 to 50 db signal-to-noise ratio
- Duplicate tapes of any standard speed from any master
- Single or double track duplicates in one pass
- Any standard reel sizes up to 14-inch
- Centralized pushbutton controls

*From master tapes of suitable quality.



AMPEX
MAGNETIC RECORDERS

Write Today for further information; Dept. D, 1204B

AMPEX ELECTRIC CORPORATION
934 Charter Street, Redwood City, California
Distributors in principal cities

5 Stations Join ABC-TV; Affiliates Total 154

SIGNING of five new affiliates by ABC-TV, bring the network's total to 154 stations was announced last week by Alfred R. Beckman, national director of the ABC-TV station relations department. The five are:

WTAP-TV Parkersburgh, Va., on uhf Ch. 15 with West Virginia Enterprises as owner and Theodore A. Eiland as general manager, affiliation effective about Sept. 15; WFIE (TV) Evansville, Ind., uhf Ch. 62, Premier Television Inc. with Jesse D. Fine as general manager, about Sept. 27; KOPR-TV Butte, Mont., vhf Ch. 4, Copper Broadcasting Co. with Edward Cooney as general manager, about Oct.1; WREX-TV Rockford, Ill., vhf Ch. 13, Greater Rockford Television Inc. with Soren H. Munkhof as general manager, Oct. 1; KFBC-TV Cheyenne, Wyo., vhf Ch. 5, Frontier Broadcasting Co. with William C. Grove as general manager, Dec. 25.

NBC Names Jacobsen To Personnel Post

APPOINTMENT of B. Lowell Jacobsen, manager of personnel of the Home Instrument Dept. of RCA Victor Division, as personnel director of NBC was to be announced yesterday (Sunday) by J. M. Clifford, NBC vice president in charge of personnel. Mr. Jacobsen has been with RCA Victor since September 1943, when he joined the personnel department in the Bloomington, Ind., plant. Later, he was named personnel manager there. He was given similar duties at the Indianapolis plant in 1950, and was transferred to the home office in Camden in 1951, as manager of personnel of the Home Instrument Dept.

Quiz Contestant Sues ABC, Others in Chicago

DAMAGE SUIT for $5,000 has been filed by a TV quiz contestant in Chicago Circuit Court against ABC and the Banner Tire Co.

The contestant, James E. Healey, charged that he was declared a winner Aug. 20 on the quiz show *Call the Play*, sponsored by Banner on WBKB (TV), and was advised later that his answer was incorrect. He claimed he was held up to ridicule and that his rights of privacy were invaded. The suit also named Arthur M. Holland and Max Holland of Malcolm-Howard Adv. Agency and announcer Lynn Burton.

5 More Sign for 'Today'

FIVE additional advertisers have signed for participations, ranging from four to 39 each, on NBC-TV's *Today* series (Mon.-Fri., 7-9 a.m. EDT and CDT). They are: Capital Airlines, 39 participations, through Lewis Edwin Ryan Agency; Standard Packaging Corp., 13 participations, through C. Wendel Muench & Co.; Congoleum-Nairn Inc., 13 participations, through McCann-Erickson; Prince-Gardner Co., 12 participations, through Grey Adv., and Crowell-Collier Pub. Co., four participations, through Kudner Agency. Meanwhile, it was reported the number of markets in which *Today* is carried will rise to 47 on Sept. 28, when WFMJ-TV Youngstown, Ohio, will be added.

CROSBY TAPE READY FOR COLOR TV

Frank C. Healey of Bing Crosby Enterprises reveals magnetic tape recording of color TV will be ready whenever color sets, available to the public, capture a suitable color picture. The firm's laboratory recording system will tape first color test programs in Los Angeles.

MAGNETIC tap recording of color television will be ready as soon as set manufacturers provide receivers to the public that will capture a suitable color picture.

This assurance was given last week by Frank C. Healey, executive director of the electronic division of Bing Crosby Enterprises, Hollywood. He revealed the company's VTR (video tape recorder) system (still in laboratory) has been set to take down, on magetic tape, the first color test programs on Los Angeles network stations.

Although the Crosby activities still will be in the nature of experiments, Mr. Healey said, "We already know that we need not apologize for either the efficiency or fidelity of our VTR for color television pictures. It is almost as simple to us at this point as our early recording of black and white television on magnetic tape."

Mr. Healey believes that the prospects of general circulation of color television tape should be promised only when some system is achieved that will preserve color programs for repeat performances or for use in widespread areas at different program times.

Prohibitive Costs

He predicted that without a recording system, color program costs would be prohibitive to any broadcaster or advertiser, and warned that such costs would serve only to delay general use of color films or live shows in color.

Opining that, "It is still the public who pays the freight for television by the degree of favor it shows toward products advertised," Mr. Healey asserted: "It appears the industry may have lost sight of this fact in making glowing promises of color shows."

He questioned whether viewers will invest "a small fortune" in expensive receivers to get "occasional" color programs, and said the only solution to the problem was "low cost color recording and low cost tape duplicating of master shows or films so that they receive widest possible circulation and lowest initial cost p per unit.

"Even present color film costs are prohibiti to most advertisers, despite a sensible des of merchants to enhance programs with col and to fully dramatize the picture of their pro uct."

Crosby Enterprises' answer lies in its n system, which will not only permit the tapi of shows magnetically in color but will turn o duplicate tapes at a small fraction of the c of processes now in use by the motion pict industry, according to Mr. Healey.

He also said the duplicating process in m netic tape recording permits any desired nu ber of copy "pictures" to be made, reduc the per-unit cost and giving wide circulation shows dressed for color.

Kline Heads New Ward Unit

LARRY H. KLINE has been appointed general sales and merchandise manager of Ward Products, manufacturers of antennas and a division of The Gabriel Co., Cleveland. The new department, which Mr. Kline heads, will emphasize new product development and exploitation, it was announced. Mr. Ward, for the past two years chairman of the Antenna Section of Radio-Television Mfrs. Assn., has been with Ward the past eight years, most recently as supervisor of inventory control.

Mr. Kline

Optical Demonstration Features Depth, Clarity

OPTICAL systems which produce clarity both foreground and distant figures simulta ously on TV and which also enhance roundn of figures, recently was demonstrated to agen executives and the trade press in Hollywood I. Melville Terwilliger, scientist-inventor.

The systems, called "Inspacian" and "Dep dimension," are combined in a single lens, c sisting of vertical sets of matched refrac strips in place of the customary between-l iris, and which modify the focus of previou divided beams of light. A rotating "modulat then "blends" the beams to produce effects, cording to Mr. Terwilliger. The combinat can be used with both live and film TV, said. The demonstration was on film.

21,000 Visit Exhibits At Chicago Exposition

A REPORTED 21,000 high fidelity fans others attended exhibitions by manufacturers radio-TV-phonograph combinations and ceivers at the International Sight and So Exposition and 1953 Audio Fair last Tues through Thursday at Chicago's Palmer Hou Models and components were displayed more than 100 companies including Admi Scott Radio, Zenith, Hallicrafters, Cros Lion, General Electric, Jensen, Regen Magnecord, Newark and others.

Alliance Fall Campaign

ALLIANCE Mfg. Co. this fall will spend half-million dollars to advertise its TV boost uhf converters and remote TV antenna com systems, in its largest promotion campaign history, according to John Bentia, vice pr dent, who said Alliance, now entering its f year of TV advertising, already is using TV stations for its minute and chain-break nouncements adjacent to top network progra He said Alliance has sold more than a mil Tenna-Rotors and will introduce two n models this fall.

RCA Ups TV Set Prices

PRICE INCREASES averaging 5% on 1 the 32 models in RCA Victor's "Rotoma line of television sets were announced by company last week, effective Sept. 21. The creases range from $10 to $30 and were a buted to rising production costs. RCA Vi also reported that present line models not be replaced before the spring of next y

RAYTHEON

first again with the finest in television microwave

Magnalink 2000 mc

now *meets full FCC specifications for STL*

— 15,000 cycles audio frequency response
— 55 db signal to noise ratio

The first multiplexed audio-video equipment to meet full FCC specifications for STL, Raytheon Magnalink, because of its high power, also permits flexibility through the use of 100 ft. of RG-14U for normal applications, difficult remotes or STL. Combinations of RG-14U and 7/8" coax may be used for greater height between the equipment, housed indoors, and the parabola (no limitations on length of coax at receiver installation). Passive reflectors may be omitted for normal installations, thus eliminating their cost, but may be used where maximum radiated power is required.

Sound Subcarrier Transmitter

MTR 50 Microwave Transmitter

Sound Subcarrier Receiver

MTR 50 Microwave Receiver

Specifications and FCC Filing Data Available

Write for full information

Magnalink 50 watt power and the superiority of 2000 mc propagation characteristics permit spanning greater distances than previously thought possible. Greater fade protection, simplified all channel field tuning and polarization change merely by rotating feed are but a few of the advantages offered by Raytheon's powerful Magnalink equipment — specifically designed for industry's STL, inter-city and long distance remotes. For the right equipment to fill your microwave requirements, for economy and operating convenience, investigate Raytheon's complete line of microwave equipment.

SPECIALISTS IN MICROWAVE FOR TELEVISION

RAYTHEON

Excellence in Electronics

RAYTHEON
MANUFACTURING COMPANY
Equipment Sales Division
Dept. 6270-8T
WALTHAM 54, MASSACHUSETTS

PERSONNEL RELATIONS

Peak Employment Record Set By SDG Members

INCREASED TV production is credited with a peak 40% employment of the Screen Directors Guild total membership of 740, according to SDG President George Sidney. Employment in video, which has shown a 20% increase over last year, provides about $2,000,000 of the guild's $12 million total annual income.

Of the 296 active video directors, 85 are first assistant directors and 41 are second assistants. Although some of the number alternate TV work with feature film assignments, there are more assistants active in the former than in the latter.

With other directors in New York to work live and filmed TV shows and still others signed to network producer-director contracts, SDG current membership is 43 over that of last year's.

AFL May Hold Brewer, Who Would Quit IATSE

RESIGNATION of Roy M. Brewer as Hollywood international representative of AFL International Alliance of Theatrical Stage Employes, announced fortnight ago, may be held in abeyance by the general executive board in New York in an effort to solve the differences between him and Richard Walsh, international president.

Controversy between the two top IATSE officials revolves around "the scope and activities of the Hollywood office" it was revealed in Mr. Brewer's announcement. With TV having become a major industry on the West Coast, he has advocated the expansion of the union's Hollywood offices' activities while Mr. Walsh reportedly favored confining of major activities to New York.

In asking to be relieved of duties, Mr. Brewer said that he offered to remain on until negotiations with the major motion picture studios, scheduled to start tomorrow (Tuesday) were completed on a new contract to supplant the one expiring Oct. 25.

WXEL (TV) Election Ordered

AN ELECTION to give studio and technical employes of WXEL (TV) Cleveland a chance to decide whether they want to be represented by NABET or IATSE was ordered Thursday by National Labor Relations Board. Two voting groups are specified: (1) All program employes including studio crewmen, projectionists, art director, scenic designer, and newsreel cameraman, but excluding talent employes and supervisors; (2) all engineers, excluding supervising engineers and other supervisors. Those in the first group may select IATSE or NABET, or neither; those in the second group may select whether they wish to be represented by NABET or by no union.

TWA Moves Quarters

TELEVISION Writers of America has moved to new quarters at 1600 N. LaBrea Ave., Hollywood 28, telephone number Hollywood 52193. Membership is currently balloting by mail on an anti-communist by-law, with tabulation of results expected tomorrow (Tuesday).

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ... *Roanoke's LARGE ECONOMY SIZE*

Virginia has:
- 891,500 families
- 861,890 RADIO families
- 292,520 TV families
- 413,740 CAR-RADIO families

And the WDBJ area Includes about 1/4 of Virginia's Population and Retail Sales.

Source: A. C. Nielsen Co., Inc.

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

INTERNATIONAL

Election Boosts TV Use In Ontario; Montreal Down

ELECTION COVERAGE on Aug. 10 brou Canadian TV sets-in-use ratings in south Ontario to 57.3 from a summer low of 49.7 July, according to the Teleratin CANADA report of Elliott-Haynes Ltd., T ronto. In the Montreal area sets use dropped from 59.6 to 58, despite t first Canadian federal election since TV ca to Canada. In southern Ontario U. S. statio were still favorite at two-to-one ratio.

On CBLT (TV) Toronto, leading five p grams during August were federal electi coverage rating 31.1, *Wrestling* (U.S.) 30 *TV Soundstage* (U.S.) 30.3, *Amateur Boxi* 27.7, and *Feature Film* (U.S.) 25.3.

Buffalo Shows

From WBEN-TV Buffalo, leading five sho were *Big Pay-Off* 68, *Dragnet* 65.5, *TV Thea* 63.7, *Wonderful John Acton* 62.3, and *Playhouse* 62.2.

On CBFT (TV) Montreal, leading five sho were *Wrestling* (U.S.) 76, election results 7 *Regal Theatre* (U.S.) 72.5, *Serenade for Stri* 70.3, and *French Feature Film* 70.

Elliott-Haynes gives number of TV sets areas covered by Teleratings report at 324.2 of which 175,000 are in the Toronto-Niag Falis area, 62,600 in the Montreal-Ottawa ar 74,700 in the Lake Erie region, and 12,000 other parts of Canada.

BCAB Holds Summer Meet

OPTIMISTIC outlook for fall business member stations of the British Columbia A of Broadcasts was forecast at the group's s mer meeting in Nanaimo CANADA month by BCAB President Rea. He pointed to "tranquil" la relations in lumber and fishing industries, to an "avowedly free-enterprise government" British Columbia as adding to the prospec

Maurice B. Mitchell, president of Ency paedia Films Inc., was a guest speaker dur the sessions. Host stations to the meeting w CHUB Nanaimo and CJAV Port Alberni.

CBUT (TV) Target Plans

CBUT (TV) Vancouver, scheduled to go the air early in November, will have the directional TV antenna in Canada, CBC announced. The pattern will be CANADA two lobes, one sending the 100 video on Ch. 2 westward to so ern Vancouver Island, the other sending signal southward to the international bou area and into the state of Washington. CB will have a Canadian Marconi transmitter mobile unit.

Andrew Forms Canadian Un

FORMATION of Andrew Antenna Corp. as a Canadian affiliate, with John W. McL as manager headquartering in Whitby, Ont was announced last Tuesday by CANADA Russell Cox, vice president general manager of Andrew Co Chicago. Mr. McLeod, a member of the In tute of Radio Engineers, previously was as ciated with Canadian Marconi and Cana Pacific Airlines in the industrial commun tions field.

GILLETTE BASEBALL BOOK

GILLETTE Safety Razor Co. is giving away a 96-page baseball record book, titled the "Gillette World Series Record Book," with each Super-Speed Razor Set as a World Series Special. Edited by Hy Turkin, baseball authority and sports writer for the *New York Daily News*, the vest-pocket-size book covers such topics as scoring rules, baseball lingo, diagrams of all big league parks, player rosters, final '52 standings, All-Star game history and a special 38-page section devoted to the World Series. Interest has been high, the company reports, resulting in a record shipment of over 2½ million Super-Speed sets for August. The drive will be backed by window displays and specially filmed TV commercials for the Series to be used on 80-100 stations.

PROMOTION ON MENU

WROX Clarksdale, Miss., used restaurant menus as a means of promoting the *Perry Como Show* on Mutual and WROX. A promotion piece with pictures of Perry Como and the Fontane Sisters was attached to menus at most of downtown Clarksdale restaurants on the night of the show's fall premiere. The "menu clip" which was headed "Tonight After an Enjoyable Evening Meal. . .," will be used again at later dates.

TIME TO SELL AN AUTOMOBILE

BAB recently ran an ad in *Automotive News* which pictured a close-up of an automobile clock under which was written: "What's the best possible time to sell a man an automobile?" The answer, as explained in copy below, is when he's driving with the radio turned on. The reason, BAB explained, is because at that time he's automotive-minded and can receive the full story without competition getting in a word edgewise. The ad is the second in BAB's 1953 business paper advertising campaign to sell radio to the decision-makers in the four fields responsible for the bulk of radio advertising revenue—department, furniture and clothing stores; food and grocery product firms; drug, toiletries and cosmetics, as well as the automotive industry. There will be 12 ads in the series before the end of the year.

NEWSPAPER COVERS WNAO-TV

THE TELEVISION section of the Raleigh, N. C., *News and Observer* was devoted to a 15-page coverage of WNAO-TV there. Titled "Television Comes to Capital City," the section is filled with pictures of station personnel, equipment, including the tower, CBS-TV stars and pertinent news items. Featured on the first page are history of the station's origin and construction and hints on the placing of a TV set.

'Beat' in Beantown

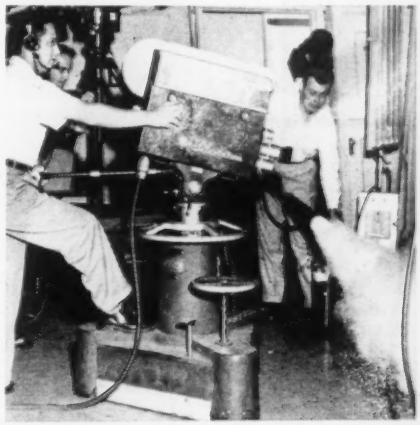
BOSTON as of last Monday has a *Morning News Beat*. That's the name given to a two-hour broadcast strip (6-8 a.m.) of newscasts, time announcements and weather information on WVDA Boston. WVDA says its new programming technique, which divides the period into quarter-hours—12 minutes news, three minutes weather and time every two minutes, was conceived after careful study of research data on early morning listening habits. Two news announcers, Rod MacLeish and John Mounteer, handle reports.

WVEC-TV JAMBOREE

SEVERAL thousand Tidewater television fans attended an open air TV jamboree plugging NBC performers who will be seen over WVEC-TV Norfolk beginning Sept. 19, the station reports. The lengthy variety show was presided over by Jack Lescoulie of the *Today* program, assisted by Red Benson, *Name That Tune* m.c. Among other celebrities present were Jack Carson, Dorothy Lue, Doris Hoyt and J. Fred Muggs, monkey-star of *Today*. A beauty contest was held to select Miss WVEC-TV who will act as official hostess at the station opening on Sept. 19.

MERCHANDISING CAMPAIGN

SHWAYDER Bros. Inc., Denver, Colo., (luggage), will back up its participating sponsorship of NBC-TV's *Your Show of Shows* and *All Star Revue* this fall with a huge dealer merchandising campaign, the firm has announced. Dealers will receive point-of-sale material, including TV slides, for local tie-ins with *Your Show of Shows*. A full-page four-color advertisement with Imogene Coca and Sid Caesar,



BEES by the dozens swarmed through the studios of WWJ-TV Detroit when someone unwittingly took the top off a glass case containing the insects. They were to be used in the nature portion of the station's *Playhouse*. DDT and carbon dioxide were brought into play to clear the studio.

DRUGGISTS SELECT

WSIX

Members of the Nashville Retail Druggist's Association recently contracted with WSIX for 624 half-hour programs to be used within a year, in what may be the largest local co-operative drug campaign in radio history! NRDA officers are shown as the Association celebrated the event at a barbecue.

These merchants chose WSIX to get:

- ✓ Maximum coverage and penetration of Greater Nashville at low cost.
- ✓ The EXTRA sales-punch and listener-confidence provided by WSIX . . . assuring the achievement of their objectives in the shortest possible time.

The NRDA joins an impressive list of national, regional, and local advertisers whose advertising successes have kept them on WSIX for years! Get the WSIX story from the station . . . or call your Hollingbery man.

wsix ABC am-tv (soon)

"The Voice of Nashville, Tennessee"

5000 WATTS • 980 KC • CHANNEL 8

NATIONAL REPRESENTATIVE: GEO. P. HOLLINGBERY CO.

AT premiere of *Pentagon, U.S.A.*, on CBS-TV, Roger Greene (l), adv. mgr. of sponsoring Philip Morris & Co., chats with featured actor Addison Richards (seated) and Henry White, Biow Co. On Sept. 10, Remington Shavers will co-sponsor drama with Philip Morris.

SLUMBERLAND Products Co. Pres. Arthur M. Warshaver signs for 52-weeks, Monday through Friday, *Slumberland's 11th Hour News and Weather* on WBZ-TV Boston. Standing (l to r): Herbert S. Stern, radio-TV dir., Hirshon-Garfield Adv. Agency; Ruby Newman, act. exec., and C. H. Masse, WBZ-TV sls. mgr.

ARRANGING 15 week contract for KLAC-TV Los Angeles five weekly, quarter-hour *TV Baseball Hall of Fame* are (l to r) Charles T. Moon, assistant vice pres., Pepsi-Cola Bottling Co. of L. A.; Jack Mulligan, KLAC-TV acct. exec.; Jack Runyon, Hollywood mgr., Biow Co., and Sam Balter, station sports dir.

CHARLES KAPPS (r), pres. and gen. mgr., Fox Head Brewing Co., Waukesha, Wis., and Roy J. Bernier, Fox Head adv. and public relations counsel, look on as Arch Ward, *Chicago Tribune* sports editor, signs for *Arch Ward's Sports Page* Monday nights, 9:45 p.m., on WGN-TV Chicago.

Turnpike Promotion

WCMB Lemoyne, Pa., which recently sold time segments to the Pennsylvania Turnpike Commission for broadcasts of weather and road condition bulletins to Turnpike travelers [B•T, Aug. 10], has a new promotion idea for the campaign. The station is distributing leaflets to all motorists as they enter the Turnpike, featuring the WCMB frequency number and advising drivers of the features the station presents. Ed Smith, vice president-general manager of WCMB, reports that a million leaflets have been given out, with an expected four million to be distributed by Dec. 1.

stars of the program, will appear in an October issue of the *Saturday Evening Post*. Tie-in with the stars and program also will be made in other consumer magazines. Grey Advertising Agency, N. Y., handles the luggage account.

TV PROMOTES AM

ABC Chicago will go all out to promote its WENR starting Sept. 1—and use its TV outlet as the vehicle. Announcers at WBKB (TV) will utilize station breaks to advise listeners: "Listen to WENR—890 on your radio dial." Similar messages will be carried on WBKB station identification cards. Move is designed by Sterling Quinlan, general manager of both ABC stations, to promote the network's o & o radio outlet by television.

WHO PERSONALITIES

WHO Des Moines is giving away more than 25 thousand folders titled "Radio Station WHO Personalities" at the Iowa State Fair. The colorful promotion piece is filled with pictures of staff members from the news department, talent staff and farm department.

GAMBLING EXPOSÉ

KTTV (TV) Hollywood Aug. 30 started weekly half hour *Paul Coates Confidential*, sponsored by Harry L. Shane Inc., Los Angeles (Southern California distributors of Stewart-Warner TV sets). Mr. Coates, TV personality-newspaper columnist, uses film clips and live interviews to expose local gambling and graft. Agency is M. B. Scott & Assoc., Beverly Hills.

RADIO DIRECTORIES

CPRN sales promotion department is distributing 3000 "KNX Radio Directories" to radio-TV executives and sponsors in the Southern California area. The large single sheets of cardboard list names, addresses and telephone numbers of advertising agencies, recording studios, station representatives, radio-TV production service firms and radio-TV stations and networks in the L. A. area.

KONA (TV) INVITATION

LOCAL representatives and distributors for national firms sponsoring NBC-TV programs on KONA (TV) Honolulu have been invited to introduce premiere telecasts of their respective programs. Representatives include those from United States Tobacco Co., RCA, American Tobacco Co., Pet Milk Co. and Coca-Cola Co.

'EXERCISE MARINER'

A LIVE studio telecast of a briefing session launching "Exercise Mariner," the North Atlantic Treaty Organization's fall maneuver and said to be the largest peacetime international training exercise ever attempted, will be presented by NBC-TV on Sept. 13 at 3-3:30 p.m. EDT. A planning and briefing room with wall charts, model ships and planes will be simulated on the show, with officers of the Allied Command Atlantic discussing various phases of the operation.

NEWSPAPER COVERS UHF

WTVI (TV) Belleville, Ill., was the subject of the *St. Louis Post-Dispatch* TV feature section recently. The 12-page section began with a full-page drawing of the station's tower, titled "Ultra High Frequency Television." Features in the section were pictures of DuMont star and station personnel.

HAPPY BIRTHDAY

A SPONSOR-arranged birthday party surprised Helen Neill Henry, program personality at WNLA Indianola, Miss., recently. Mrs. Henry had just finished her morning 25-minute show of newsy notes for shut-ins and housewives, when she found herself still on the air. Her participating sponsors, Crosby Home Appliances, City Dry Cleaners, Indianola Laundry and Caldwell's Rexall Drug Store, had arranged with Chuck Allen, station manager, for additional time. The birthday party was emceed by Mr. Allen and was attended by several guests, including John McLendon, station partner.

JUNE AND CKOK

JUNE and CKOK are busting out all over, according to the Penticton, B. C., station's release of its June ratings by Elliott-Haynes Survey. The release advises timebuyers and account executives who are still buying from some other Okanagan area station to hide this promotion piece. But if they have been among those who have watched the growth of CKOK, they can be mighty proud, the station asserts. Breakdown covers listening trends by hours and by cities.

Flint's Operation Tornado

RADIO was in the van of "Operation Tornado" in Flint, Mich., on Aug. 29-30, during which 7,800 volunteers rebuilt 186 homes of the hundreds destroyed in a tornado which visited that city last June 8 [B•T, June 15].

Participating in the campaign to enlist volunteers and coordinate groups for the big rebuilding project were Flint stations WKMF, which prepared a spot campaign; WTAC, which gathered and routed "Operation Tornado" news to all stations; WBBC, which secured feature material for use with personality shows on all stations, and WFDF, which produced feature programs and interviews available to all stations. NBC-TV covered the events and stations made feeds to their respective networks.

After the two-day building program, Flint's Mayor Donald Reigle congratulated Flint radio stations for their part in the campaign.

Advertisers

James M. E. Mixter, director of advertising and sales promotion for The Baldwin Co., Cincinnati (pianos and organs), adds duties as member of board of directors, filling vacancy left by retirement of **George W. Lawrence.**

Lester Krugman, account executive, Grey Adv., N. Y., to Bulova Watch Co., N. Y., as advertising manager.

E. Terry Southard, national sales manager of Columbia Records, to O. W. Ray Corp., N. Y., distributors of photographic equipment, as vice president in charge of sales and merchandising, effective Sept. 1.

James E. Callaway, regional account manager with Brown Bros. Adv., St. Louis, named director of advertising and sales promotion at Lindsey-Robinson & Co. (Fair-Acre feeds, Gambill's Plantation Spoonbread Mix), Roanoke, Va.

Burt B. Hammer, vice president of White, Berk & Barnes Adv. Agency, appointed advertising manager of Detecto Scales Inc., Brooklyn, N. Y.

Walter Frank, retiring president of Jacksonville, Fla., Advertising Club, named field secretary of Advertising Federation of America, effective Sept. 7.

Agencies

Sam M. Ballard, recently resigned as chairman of management committee and director of Gardner Adv. Co., St. Louis and N. Y., to Geyer Adv., N. Y., as vice president and chairman of account policy committee.

Robert B. Owens Jr., formerly account supervisor at Lennen & Newell [B•T, June 15], appointed vice president and chairman of plans board at Robert W. Orr & Assoc. Inc., N. Y.

William Maxwell, art director, and **James Burton,** manager of television dept., Hutchins Inc., N. Y. and Phila., appointed vice president-art director of agency, N. Y. and Phila., and vice president of agency's radio and television dept., respectively.

Mr. Maxwell

Mr. Burton

Thomas L. Burch, account executive, Young & Rubicam, N. Y., transfers to Los Angeles, where he becomes account supervisor and vice president; **Robert H. Brinkerhoff,** account executive, named vice president and account supervisor on General Foods account, and **James P. Wilkerson,** account executive, also named vice president and account supervisor on General Foods.

Vincent Tutching, vice president in charge of Canadian and Latin American operations, Foote, Cone & Belding, named president of agency's international div.

Laurence H. Foster, formerly advertising director of Mandel Bros. department stores, Chicago, to Ivan Hill Inc., same city, as vice president and agency manager.

J. E. (Jake) Hines, director of public affairs and integrated services at WNBK (TV) and WTAM Cleveland, appointed general manager of newly created TV and radio dept. of R. C. Wellman & Assocs., industrial adv. agency, that city.

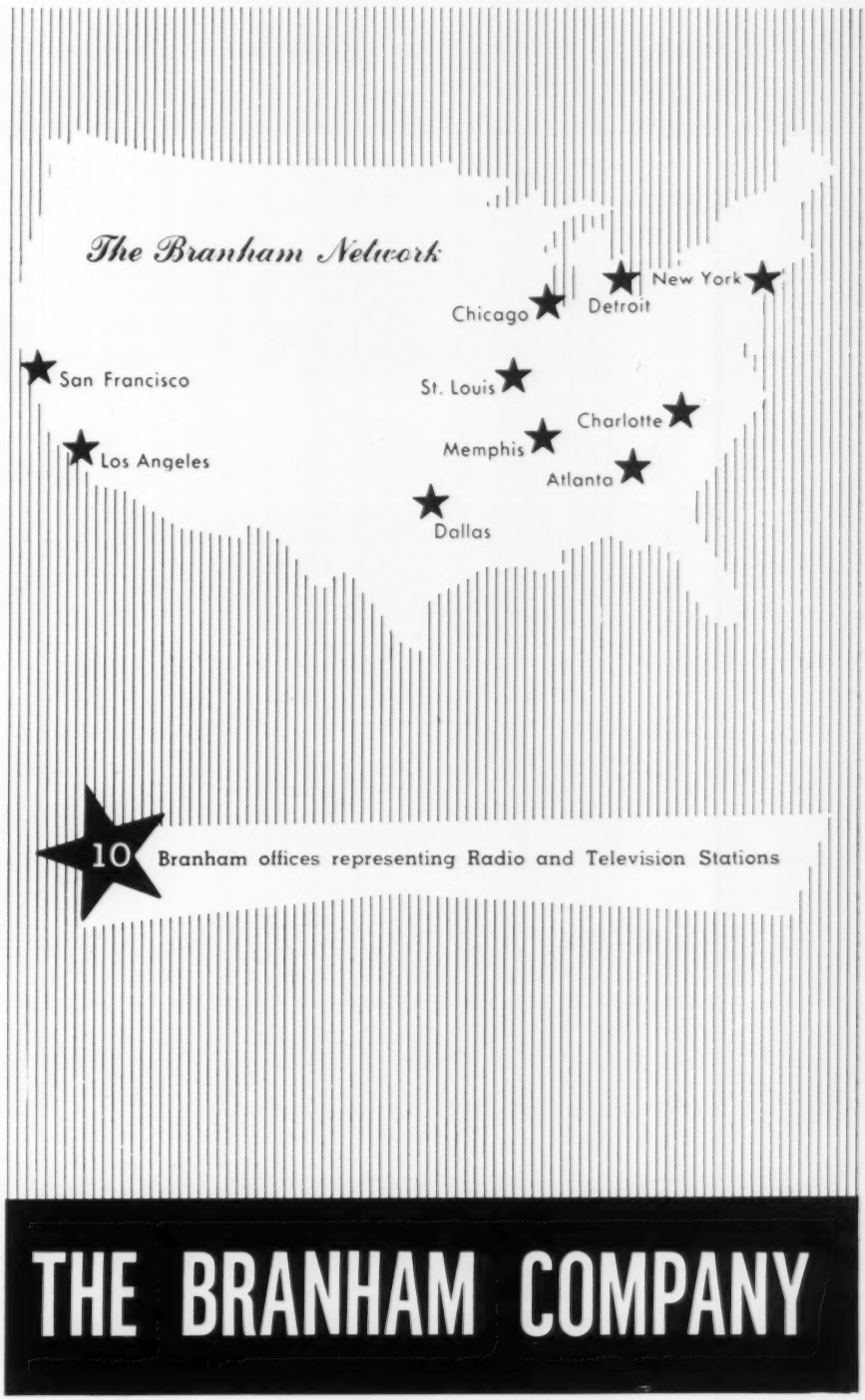
Samuel Chew, William S. Harvey and **Edmond G. Thomas,** all partners in 12-man partnership group at Gray & Rogers, Phila., resign to form own agency.

George Wolf, director of radio and television production, Foote, Cone & Belding, N. Y., named director of radio-television dept. of Geyer Adv., N. Y., succeeding **Norman Blackburn,** who has resigned.

Robert M. Barton, advertising promotion manager, *San Jose* (Calif.) *Mercury and News,* forms own advertising agency, **Robert M. Barton & Assoc.,** that city.

James C. McDonough appointed radio-television director at MacFarland, Aveyard & Co., Chicago.

Clarence R. Palmer, media director at John Falkner Arndt & Co., Phila., retires but remains



XUM

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

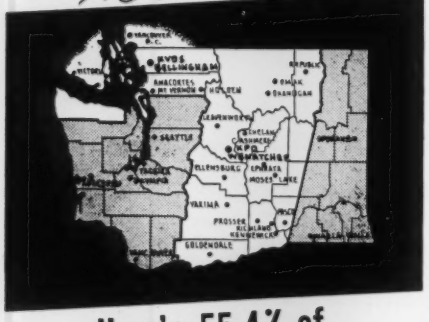
KEPO has inaugurated a new spot policy that is taking the El Paso market by storm. It has been very appropriately titled "SHOWCASE THAT SPOT" and this is a brief resume of how it works.

Now, you can buy minute-participating live or transcribed announcements in the finest participating programs in the entire Southwest . . . each program a well-developed feature which is aired at the same time each day, 52 weeks a year and handled by veteran KEPO personalities. Heavily promoted and well-spaced throughout the day, these shows attract large and loyal audiences. Spots are well integrated into the show, with a lead-in, lead-out . . . making it a part of the program rather than an interrupting feature. "SHOWCASE THAT SPOT" will mean larger audiences and greater impact . . . more sales for you on KEPO . . . El Paso's most powerful station.

ASK AVERY-KNODEL FOR COMPLETE DETAILS

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.
KVOS 1000 WATTS 790 K C
KPQ 5000 WATTS 560 K C
ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME
Represented by
Robert Meeker Assoc., Inc.

with agency in consulting capacity. **Mrs. William A. Farren** named acting media director.

Mr. Egan

Frank Egan, account executive at D. P. Brother & Co., Detroit, named manager of agency's New York office.

David E. Durston, television producer-director, ABC Chicago, and head of Durston TV Productions, Chicago and N. Y., to Lynn Baker Adv. Agency, N. Y., as director of television and radio productions.

Jay B. Rhodes Jr. to Robert B. Selby & Assocs., S. F., as account executive specializing in food accounts.

Evelyn M. Wiggins, formerly with Guild, Bascom & Bonfigli, S. F., to Public Relations Bureau of San Francisco, as advertising counselor. PRB is expanding its services to include radio and TV, and has also moved to larger offices in Mills Bldg.

Richard Rush, recently separated from USAF special services, to publicity dept., Frank Bull & Co., Hollywood.

Nellene C. Zeis, market research dept. of Gardner Adv. Agency, to Krupnick & Assocs. Inc., St. Louis, as librarian and assistant to director of research.

Gabriel Massimi, formerly with Chapman-Nowak, Syracuse, N. Y., to copy staff of Van-Sant, Dugdale & Co., Baltimore.

Jerome F. Seehof, Biow Co., N. Y., to Harry B. Cohen Adv. Co., N. Y., as copywriter.

Esther Wachtel Greenberg, formerly with Ben Sackheim, N. Y., to copy staff of Kal, Ehrlich & Merrick, Washington advertising agency.

J. M. Russakoff, president, Vanguard Adv., N. Y., who conducts course on Introduction to Advertising at School of General Studies, Hunter College, N. Y., also will handle new course on Advertising Copy, one of two new courses being added, starting Sept. 15, as result of success of Introduction to Advertising study.

Francis C. Barton Jr., general manager of radio-TV, Lennen & Newell Inc., N. Y., and **Miriam Powers,** former casting director, Commodore Productions Inc., Hollywood, were married Aug. 29.

Stations

Marvin Mirvis, account executive at WITH Baltimore, appointed general manager of WSID that city.

Bill Harrell, commercial manager of KVOP Plainview, Tex., to KVWO Cheyenne, Wyo., as vice president. He became father of girl, Mary Katharine Angela, Aug. 25.

Perry Nelson, sales manager, KFBK Sacramento, and **David Harris,** general manager, KWG Stockton, named managers of KMJ-TV and KMJ Fresno, respectively. They succeed late **William S. Sanford** who handled both AM-TV operations.

Will Ketner named station manager of WVAM Altoona, Pa.

E. Anson Thomas, station manager of KF[illegible] Grand Junction, Colo., named executive v[illegible] president of Western Slope Bcstg. Co., in char[illegible] of radio operations, and **Roy Adamson,** audit[illegible] named secretary-treasurer. **Ruth Howell,** f[illegible] merly secretary-treasurer, elected vice presid[illegible] and will assume direction of KFXJ-TV progra[illegible] dept.

Mr. Crockett

Dave Crocket[illegible], dir[illegible] tor of radio and T[illegible] for Cole & Web[illegible] Seattle, named p[illegible] gram manager [illegible] KOMO-TV there.

Dale Robertson, g[illegible] eral manager [illegible] WENT Gloversvi[illegible] N. Y., resigns due [illegible] ill health, but [illegible] mains with station [illegible] advisory capacity.

Charles M. Higgi[illegible] commercial manager at WIRK-AM-TV W[illegible] Palm Beach, Fla., to WFEC Miami in simi[illegible] capacity.

William R. Terry, program director of WMB[illegible] AM-TV Jacksonville, Fla., becomes progra[illegible] director for WMBR-AM with **Harry Kalkin[illegible]** production manager of WMBR-TV, taking o[illegible] duties as program director for TV out[illegible] **Windsor Bissel,** TV director, replaces [illegible] Kalkines as WMBR-TV production manag[illegible] **Gerald White,** chief of continuity dept., [illegible] pointed sales service manager of WMBR-A[illegible] TV replacing **Larry Scarborough,** now acco[illegible] executive with WMBR. **Phyllis Bishop,** assis[illegible] copywriter, replaces Mr. White as continu[illegible] chief.

Mr. Main

Guy F. Main, sales staff of KTLA (TV) Hollywood, appointed sales manager of WCIA (TV) Champaign, Ill.

James K. Harelson, formerly TV director at WBKB (TV) and WBBM-TV Chicago and sales director for Academy Films, Chicago, named program manager, WICS-TV Springfield, Ill.; **John Begue,** formerly w[illegible] NBC Chicago, named sales promotion direct[illegible] **Bazil O'Hagan,** formerly with WJIM-T[illegible] Lansing, Mich., and WBKZ-TV Battle Cre[illegible] appointed chief engineer; **Harold Hoskins,** n[illegible] work program operations director at NBC a[illegible] with Borden Co. in sales promotion, nam[illegible] film director; **Robert Steffan,** Springfield T[illegible] atre Guild, becomes production manager, a[illegible] **Helen Kinner** named executive secretary [illegible] general manager.

Cecil Bland, assistant program manager [illegible] KTHS Little Rock, Ark., appointed progra[illegible] manager replacing **Jack Wolever** who has [illegible] signed. **George Moore,** free lance sales p[illegible] moter, named Mr. Bland's assistant.

Bob Castellon named program director [illegible] KLFY Lafayette, La. **Jim Vorhoff** to statio[illegible] announcing staff and **Toni Coons** to station [illegible] disc jockey.

Gerry Grainger, chief announcer at KO[illegible] Odessa, Tex., to KRIG same city as progr[illegible] director.

Scott King, KDSJ Deadwood, S. D., named program director of KVWO Cheyenne, Wyo.

Mr. Richards

Cecil L. Richards, assistant promotion manager, WBZ-AM-TV Boston, appointed advertising and sales promotion manager for WBZ-AM replacing **John G. Stilli** who transfers to KDKA Pittsburgh [B•T, Aug. 10].

Joseph L. Lamb Jr. promoted to chief engineer at WCOG Greensboro, N. C.

Al Ackerman appointed sports director at WHTC Holland, Mich., succeeding **Bob Greenhoe** who transfers to sales staff of WLAV Grand Rapids, Mich.

Burton Lambert, account executive, named assistant to **Ira Herbert,** WNEW New York vice president in charge of sales, to aid in administration of station's sales staff.

Ross Whiteside, engineer at CBU Vancouver, named technical director of CBUT (TV) Vancouver.

Carl Behle, formerly with WMPS Memphis, to sales staff of KOTV (TV) Tulsa.

Helen Replogle, WFTL-TV Fort Lauderdale, Fla., to sales staff of WFLA Tampa. **Bobbie Beckwith,** WJNC Jacksonville, N. C., to continuity staff of WFLA.

Diane Cameron, free-lance radio-TV artist, to sales staff of WOL Washington.

Mary Jean Wood, formerly with Greater St. Louis Community Chest, to press information, public relations and sales promotion departments of KMOX St. Louis.

Leslie Monypenny, reporter for *Chicago Tribune,* to WGN Chicago as news broadcaster.

Ted Powers, chief announcer and sports director, WDEV Waterbury, Vt., to WBRM Marion, N. C.

James T. McDaniel, WBGE Atlanta, to engineering staff of WSB there.

Nancy Dixon to staff of WJAR-TV Providence, R. I., as hostess on *The Nancy Dixon Show,* Mon.-Fri., 9-10 a.m.

Joe Monroe, KENT Shreveport, La., to KCIJ that city as disc jockey.

Eleanor R. Horn, formerly with Clifford Gill Agency, L. A., to KTTV (TV) Hollywood as research assistant in promotion dept.

Joan Van Orden, former assistant women's editor of *Grand Rapids Herald,* to WNHC-TV New Haven to handle continuity

Charles J. Pendleton, program director and promotion manager, KJBS San Francisco, elected to board of directors, Public Relations Club of San Francisco.

J. A. Morton, general manager, KJR Seattle, appointed radio committee chairman for United Good Neighbors, Seattle, 1953 fund raising drive. **Henry B. Owen,** executive vice president, KING-AM-FM-TV same city, named TV committee chairman.

Bob Runyon, news director at WOOD-AM-TV Grand Rapids, Mich., winner of Sun Vertikal Blind Co. competition for salesmanship.

Anne Holland, director of women's activities for public affairs and information dept., WBAL-AM-TV Baltimore, and 1952 winner of *McCall's* Award to Women in Radio and Television named judge for 1953 *McCall* Award.

Ira Blue, star of *Fun in the Sun* program on KNBC San Francisco, awarded by Calif. State Fair "for pre-eminent public service in promoting California's magic" on program, which provides information on state's vacation resorts.

Carl E. George, general manager of WGAR Cleveland, appointed captain of advertising and media div. in 1953 Cleveland Community Fund Campaign.

Morton E. Grossman, promotion manager for WOAI-AM-TV San Antonio, father of girl, Amy Susan, Aug. 23.

Frank Sweeney, announcer at WGN-AM-TV Chicago, father of girl, Patricia Marie.

Bill Burrud, producer on KTTV (TV) Hollywood *Before Your Eyes, The Open Road* and *Destination Unknown,* father of boy, John William, Aug. 21.

June Dunn, copychief at WTVJ (TV) Miami, and **Ben Robert Drake,** account executive at WBKB Chicago, were married recently.

Norma Gilchrist, star of KTTV (TV) Hollywood *Norma Gilchrist Show,* and **Bud Cole,** TV producer-director, were married last Friday.

Art McCracken, station manager at WGPA Bethlehem, Pa., returns to work after six weeks absence due to spinal operation.

Networks

Harvey Gannon, with NBC in various capacities, including program manager of its WNBC New York, director of traffic for WNBC-WNBT (TV) New York, named to new post of service supervisor for NBC-TV.

Don Moore, writer and former magazine editor, named head of CBS-TV's story, script, and rights clearance dept.

Angus Robinson, formerly with Walter O'Keefe Enterprises, Hollywood, in management-sales capacities, and **Cy Wagner,** ABC Chicago TV account executive, to NBC Chicago's TV network sales dept. as account executives.

Eric Lambart, previously Chicago sales representative of *American Magazine,* Crowell-Collier Publishing Co., to NBC Chicago radio network sales staff as account executive.

Lynn Phillips Jr., vice president and advertising director of Ziff-Davis Publishing Co., named account executive in NBC's television network sales dept.

Ralph Glazer, merchandising manager, KNX Hollywood *Housewives Protective League,* transfers to Columbia Pacific Radio Network as account executive. Succeeding him is **Richard de Varennes,** KNX account executive, who was married Aug. 29, to Nancy Katherine Brand.

John Schulz, account executive with Headley-Reed Co., Chicago radio-TV station representative firm, to national TV spot sales dept. of NBC Chicago.

Maurice Morton, associate director of business affairs for CBS-TV in Hollywood, promoted to director of department in Hollywood.

Artie Stander, writer on NBC-TV *Joan Davis*

a complete

THE WHOLE JOB *Wrapped Up*

That's why our customers say "TOWER is TOPS in TOWER Construction." From coast-to-coast you will find installations where TOWER'S "package" service is paying off . . . in performance, in durability. We can handle your job, too—from the planning stage on through complete maintenance service.

- TV and FM Antenna
- Ground Systems
- Coaxial Transmission Lines
- Maintenance and Painting

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE *too!*

TOWER is a pioneer in Microwave Towers and Microwave Reflectors. For the vital "know-how" that only experience gives, write or phone TOWER Constuction Company. We invite you to check with our satisfied customers.

Tops in Towers

TOWER
Construction Co.
SIOUX CITY, IOWA

Show, assigned as head writer of CBS-TV *Red Skelton Show*, scheduled to start Sept. 22.

Fletcher Markle, former producer, CBS-TV *Studio One* assigned to produce forthcoming CBS-TV *Life With Father and Mother*. Also assigned to series are **Vincent McConner,** associate producer on *Studio One*, and **David Schwartz** and **Robert Ross,** writers on CBS-TV *Amos 'n' Andy*.

Rudy Schrager, music director, CBS-Radio *Lux Radio Theatre*, will handle similar duties on CBS-TV *Lux Video Theatre*.

Gordon MacRae, star of NBC Radio *Railroad Hour*, has secured release from Warner Bros. contract, leaving him free to enter TV and consider video version of his radio program.

Dr. Frances Horwich and NBC-TV received award from American Legion Auxiliary for *Ding Dong School* program which Auxiliary voted "best children's program of the year for 1953 on TV."

Ed Dunbar, account executive, NBC San Francisco, father of girl, Aug. 20.

Manufacturers

A. L. Champigny, manager of replacement sales promotion for General Electric Tube Dept., Schenectady, N. Y., replaces **G. A. Bradford** as manager of advertising and sales promotion for Tube Dept.

William H. Eutzy, supervisor of industrial relations dept., TV-Radio Div., Westinghouse Electric Corp., Sunbury, Pa., appointed assistant manager of TV-Radio Div., succeeding **L. J. Fitzpatrick** who transfers to Lamp Div., Bloomfield, N. J.

Frank J. Powers, Burndy Engineering Co., named head of Industrial Engineering Dept. of CBS Columbia Inc., Long Island City, N. Y. **Israel Melman,** engineer in charge of advanced development laboratory, CBS-Columbia Inc., promoted to chief engineer of special productions div. of CBS-TV set-manufacturing subsidiary. He will be identified with development of CBS-Columbia color TV receivers and other special items.

Floyd A. (Tim) Timberlake, formerly TV operations supervisor of ABC Central Div., Chicago, named broadcast field sales representative in RCA Victor's Central Region with headquarters in Chicago. **Chester (Chet) Wallack,** chief engineer at KVGB Great Bend, Kan., to RCA Victor Broadcast Marketing Div. as field sales representative for Denver region. **Stanley Tannenbau,** head of copy dept. of Weightman Inc., Philadelphia advertising agency, to advertising dept. of RCA Victor Home Appliance Div., Camden, N. J.

Mr. Timberlake

Robert Sackman, head of Defense Dept. research group working on magnetic tape recording, appointed manager of Ampex Corp.'s Washington office. **Charles H. Wirth,** formerly engineering representative for Audio & Video Products Corp., named manager of instrumentation recorder sales in firm's New York office.

Alfred E. Bourassa, former assistant advertising manager of Carter's Ink Co., Cambridge, Mass., appointed assistant advertising manager at CBS-Hyrton, Danvers, Mass.

Jules Joslow, sales engineer with Raymond Rosen Engineering Products, to Ampex Corp., Redwood City, Calif., as manager of customer service engineering in firm's New York office.

Axel H. Kahn, commercial vice president of General Electric Supply Co. in Chicago, has retired.

John N. White, formerly associated with RCA, General Electric and Westinghouse, appointed manufacturing assistant president of Cory Corp. (appliances, housewares and advertising specialties), Chicago. **W. D. (Bill) Morgan,** manager of Cory Corp.'s Kansas City territory, named Southwest Div. sales manager.

Representatives

Ray Barnett, manager, KEAR San Mateo, Calif., to W. S. Grant Co., L. A., as manager.

Program Services

Walter B. Bruce, ad and sales promotion manager, Grand Union, to Robert Bories, radio and TV package shows organization, as general manager.

C. Gilman Johnston, former account executive, CBS Radio Spot Sales, to Air Features Inc., N. Y., live package program production firm, as sales manager, effective Aug. 31.

Michael North, owner of Hollywood merchandising promotion firm, to Art Rush Inc. (talent agency), that city, as head of new live and film TV program packaging division.

Ray Benson, Beverly Hills radio and television producer, to John Gibbs Talent Agency, N. Y., as sales representative.

Carl Haverlin, BMI president, received honorary degree from Lincoln College during centennial celebration of Lincoln, Ill., Sept. 1. Special broadcast was aired by WBBM Chicago.

Services

James C. Campbell is manager of Survey Services, new western market and opinion research agency formed as affiliate of Field Research, with offices at 400 Montgomery St., S. F.

Tom Dawson, formerly in research dept., KTTV (TV) Hollywood, named client service director for American Research Bureau Inc., new L. A. office.

Roy V. Whiting, former co-owner of *TV Forecast*, to *Boulevard* magazine as co-publisher and consultant on promotion-publicity. He continues as account executive at National Advertising Co., Waukesha, Wis.

Albert Zugsmith, Hollywood station broker, and **Peter Miller,** president, WLPO LaSalle, Ill., re-elected president and treasurer, respectively, of American Pictures Corp., Hollywood independent movie producer.

Lt. Col. Charles A. Moore, USAF, chief of operations, Armed Forces Radio Service, Hollywood, released from active duty. He plans to re-enter commercial advertising field.

Dr. Edwin H. Lombard, director of radio at Fresno, Calif., State College, to U. of Miami radio-TV film dept. under fellowship from Ford Foundation.

Trade Associations

Herschel Burke Gilbert elected to fifth successive term as president, Los Angeles Chapter, American Society of Music Arrangers.

PUSH-BUTTON CONTROL gives WBNS advertisers bonus listeners!

Listening habits don't change when the audience slides behind the wheel. Uncounted listeners swell the volume of WBNS regulars . . . add thousands of prospects for this area's most-listened-to radio station. Pulse Ratings prove WBNS has more listeners than all local stations combined — carries the top 20 rated programs, both day and night. Push-button selling on WBNS can push up sales for your product.

CBS for CENTRAL OHIO

WBNS radio

COLUMBUS, OHIO

ASK JOHN BLAIR

COMMERCIAL TV's AID TO EDUCATION NUMBERED BY NARTB INFORMATION UNIT

Stations contribute time and facilities, the Information Committee fact sheet shows. Value of educational TV programming is highlighted in the report.

TELEVISION stations are contributing important time segments and production facilities in a steadily expanding educational service, according to the NARTB TV Information Committee.

In the first of a series of fact sheets, the committee submits evidence of commercial television's performance of public service responsibilities. The document calls attention to the educational value of TV programming and its effect on habits and schoolwork of children.

It is being mailed to city school superintendents, parent-teacher organizations, college presidents, educational and women's organizations, government officials, members of Congress and city libraries. Industry groups will receive copies, including stations, set makers, film producers and TV editors and writers.

First major project announced by the committee, the fact sheet is based on a survey of NARTB member TV stations. Sixty per cent of members at the time of the survey took part in the study, based on the Nov. 30-Dec. 6, 1952, week.

The results show the stations reported 226 hours 5 minutes of educational programs during the week. The figures do not include any programs offered nationally, being confined to individual station activities at the local level.

"It is clear that local television stations are performing their responsibilities in this connection," the committee points out. "Approximately 90% of the stations answering the NARTB questionnaire had made new offers of their facilities in the fall quarter of 1952.

"In addition, 68% of the stations had received unsolicited requests for program availabilities during the quarter, scheduling periods from local or nearby educational institutions—practically all of which were granted.

"Extra service to schools in planning and developing television programs and techniques was offered by the majority of stations on a gratis basis."

Professional Techniques Cited

The committee emphasized that "the vast majority of commercial television-school relationships studied are working pleasantly and satisfactorily. And, there is a prevalent opinion that education via picture tube is often best accomplished and most effectively promoted through the use of techniques and methods in the professional telecaster's own bag of tools."

The fact sheet shows that television has not cut down library circulation of books in District of Columbia. Actually, District Librarian Harry N. Peterson notes, "the tendency has been to increase circulation of books of world events, economics, history, self-help, etc., which have been featured on TV shows—and decrease circulation of pot-boiler fiction."

A Gesell Institute study is quoted. It showed that a reading habit which can be seriously interfered with by TV is not a "very firmly ingrained habit" and reported the institute has found the variety of reading habits in the home to be unaffected by the medium.

The NARTB committee is planning later releases, including an amended version of the U. S. Office of Education's report on 1952-53 educational programs staged by local TV stations in conjunction with educational organizations, supplemented by a book listing national TV programs of an educational nature carried by the four major networks.

Among survey findings for the week (Nov. 30-Dec. 6, 1952) are these:

58½ hours of programs (local only) by or on behalf of educational organizations (all but 1 hour 20 minutes live (in studio or on location).
167 hours 35 minutes of educational programs originated by stations in cooperation with cultural and civic groups (121¼ hours live).
226 hours 5 minutes of local educational programs, 8.1% of total time these stations had available for local shows.
128,129 cost to stations for time, talent and production of these educational programs, more than $2,600 per station.
Majority of these programs telecast in afternoon when children and young people are at home.
More of programs produced at station's own inspiration telecast during commercially attractive evening hours than were programs "timed" by educational stations.

NARTB used a "tight" definition of educational programs. It follows: "An educational program is one which, in its entirety, by reason of its format or content, is intended to impart to the viewer knowledge, skill or discipline of character—exclusive of straight news programs."

This definition, it was explained, eliminates

DRIVING into Four States

UTAH, IDAHO, NEVADA, WYOMING

Whether it's radio or television in this great market you can count on KDYL to swing your sales for you with programs that are right down the fairway and a hit with everyone.

Play KDYL and you are on the right course.

KDYL
RADIO NBC TELEVISION 4

SALT LAKE CITY, UTAH

REPRESENTATIVES — JOHN BLAIR & CO. AND BLAIR-TV, INC.

straight news, religious, juvenile, quiz and panel programs as well as personality interviews.

Five most pervalent types of programs by or in behalf of educational programs are: General lectures by instructors and professors; agricultural and horticultural programs; child care and guidance; demonstration and discussion of in-school training; scientific and home economics programs (tied).

Other types of educational programs include public debates on current issues, literary talks, business administration and economics, foreign language lessons, historical dramatizations, analyses of current events, art talks, music lessons, career studies, conservation programs, geography and travel, sports instruction, health and safety tips.

Most prevalent types of educational programs voluntarily arranged by TV stations were women's, children's, how American industry works, farm and explanation of civic problems. Other station-originated programs produced in conjunction with educational groups included civil defense, national and world problems, Army and Navy information, handicrafts, after-graduation guidance, rehabilitation of handicapped people, gardening, home repair, nature and wild life, music appreciation and first aid.

The NARTB report cited findings of Prof. Paul Witty, Northwestern U., in his fourth annual TV study in Chicago homes. Prof. Witty found an absence of correlation between number of viewing hours and IQs of grade 3-5 children; marked decline in any association of television with child behavior problems by teachers; increase to 12 hours per week in teachers' viewing habits compared to nine hours in 1950, and a corresponding increase in viewing by high school pupils.

The Peterson library report showed:

Use of library facilities is growing despite increased number of TV sets, with increased use of library books, periodicals, films and records.
Immediate demand for discussed books usually created by *Author Meets the Critics* (TV).
TV versions of classics stimulate library requests for these works.
TV appearances of Bishop Fulton Sheen, Dr. Norman Vincent Peale and other authorities stimulate requests for their books.
Grown demand for opera scores results from TV musical offerings.
Increased use of science books, readers apparently turning from science fiction to books on exploration, travel, information and natural history.
Popularity of poetry, philosophy and history books increasing.
Library circulation has increased 37,050 in D. C. over year ended June 30, 1952 (charge-out period increased, renewal period eliminated).

NARTB President Harold E. Fellows is chairman of the TV information group. Other members: Richard A. Borel, WBNS-TV Columbus; Howard Chernoff, KFMB-TV San Diego; Sydney Eiges, NBC-TV; Jack Harris, KPRC-TV Houston; David Jacobson, CBS-TV; Gerald Lyons, DuMont Network; John W. Pacey, ABC-TV; Henry W. Slavick, WMCT (TV) Memphis; Charles Vanda, WCAU-TV Philadelphia.

KVTV-9 is the buy to reach Sioux City Sue-land*

* 33 counties in Iowa, South Dakota and Nebraska, rich in retail sales ($670,313,000 last year), effective buying income ($825,004,000), and people (589,800).

Rates are low (basic hour: $200), viewers are new to TV—and enthusiastic. Last set count: over 56,896. See your Katz man.

Sioux City, Iowa
CBS, NBC, ABC & DuMont
A Cowles Station

Grady School's 'Co-op' Plan Finding Favor, Drewry Reports

INCREASING interest by radio-TV stations as well as newspapers and students themselves is being shown in the new "co-op" plan of study at the Henry W. Grady School of Journalism, U. of Georgia, Athens.

Dean John E. Drewry states that under the plan, two students of a community can be selected for university education. They go to school and work in alternate quarters, providing the station or newspaper with continuous help. Only expense, according to Dean Drewry, is what normally would be paid for such an employe.

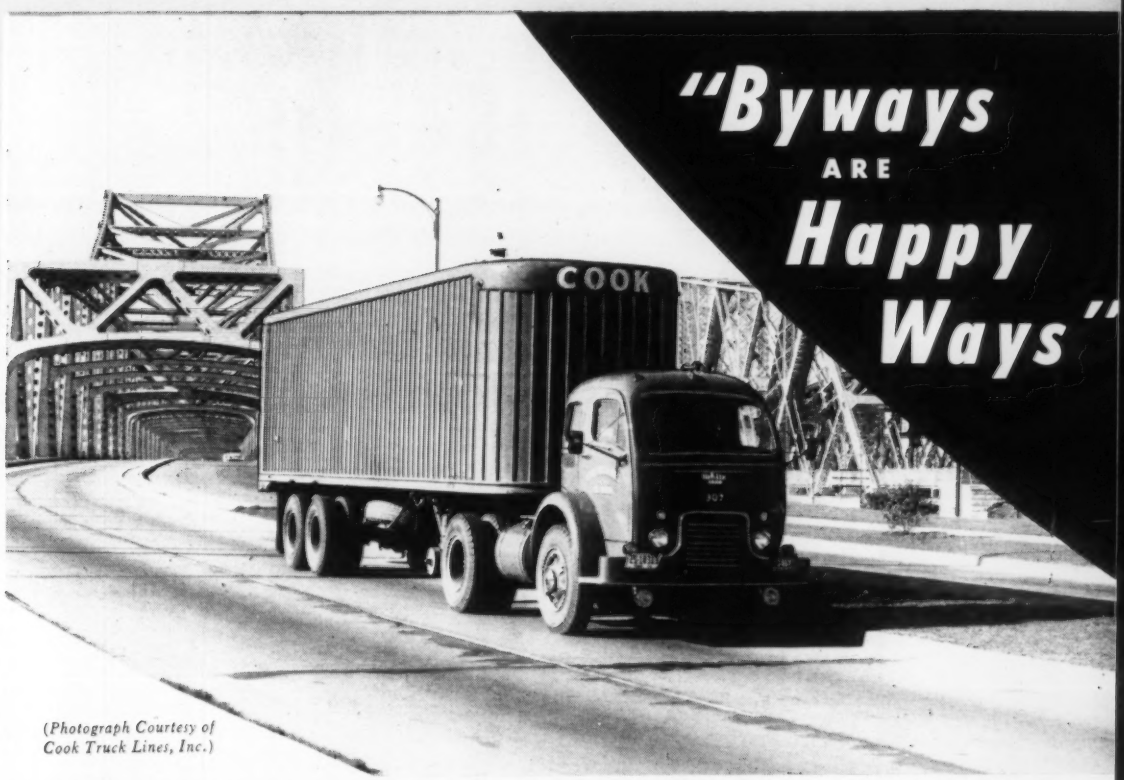
He further pointed out that selection might be done in cooperation with local school officials and that in some instances it could have contest possibilities.

Indiana Courses on TV

INDIANA U. will offer correspondence courses on TV starting Sept. 28. The university last week announced courses in art appreciation and American language 30 minutes twice a week for 12 weeks on WTTV (TV) Bloomington, Ind. They will be produced and telecast in the university's campus studio. Courses will cost $10 each for students taking them for credit. For students taking the courses without credit, the charge will be $5 each.

TV Film Reporting Course Set

TV filming reporting, a new phase of journalism, will be offered this fall in courses at the U. of Houston School of Journalism. Theory and practical experience with TV photo news equipment will be included. Teacher will be Bob Gray, now chief film reporter for KPRC-TV Houston. Jim F. Palmer, acting director of the school, cited the need for preparing "qualified reporters who handle the motion picture camera as easily as they do typewriters and microphones."



(Photograph Courtesy of Cook Truck Lines, Inc.)

"MOVING THE GOODS"
IN THE
Memphis Market

Eighty-two motor freight lines on 12 Federal Highways keep a constant stream of goods moving into every city and hamlet in the Memphis Market. WREC keeps sales rolling by providing an eager audience throughout the entire 76-county area. Moving the goods into the Memphis Market is a bigger and bigger transportation job. Moving the goods **out** of the stores is a selling job best performed when you select WREC —the station that gets the "better half" of the audience. Ask to see the latest Standard Audit and Measurement Report, Pulse and Hooper ratings that prove it!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Reprints of articles appearing in this section are available at nominal cost. Write to

BROADCASTING • TELECASTING
Readers' Service, Room 870
National Press Bldg., Washington 4, D. C.

WOAI

the most POWERFUL advertising influence in the Southwest!

IN BEXAR COUNTY

	WOAI	Station B	Station C	Station D
DAY	105,711	85,860	70,608	47,237
% WOAI GREATER AUDIENCE		23.1%	49.7%	123.7%
NIGHT	91,265	75,336	56,261	48,245
% WOAI GREATER AUDIENCE		21.1%	62.2%	89.2%

WOAI has MORE families OUTSIDE Bexar County than the next three stations COMBINED!

DAY			NIGHT		
WOAI	Station B	73,784	WOAI	Station B	59,924
	Station C	67,653		Station C	33,306
272,106	Station D	40,270	542,412	Station D	12,933
272,106		181,707	542,412		106,163
49.7% MORE!			**410.9% MORE!**		

WOAI is the most listened to station in 79 COUNTIES with more than 345,000 radio families!

CLEAR CHANNEL-50,000 WATTS
WOAI
SAN ANTONIO

Ask Petry for full report

EDWARD PETRY & COMPANY, INC.
NEW YORK—CHICAGO—LOS ANGELES—ST. LOUIS
DALLAS—SAN FRANCISCO—DETROIT

Note: All figures SAMS

features

- Uhf faces its most severe competitive test with vhf, when John Poole starts his ultra-high KPIK in Los Angeles, a market long served by seven vhf stations. Page 86.

- Newspapers are wonderful, if you accept without question the findings of a journalism school survey on media impact. But it's worth a closer study of the technique utilized. Page 90.

- A Tulsa department store decides on a swarm of spots on all local radio outlets. Page 95.

ARNOLD F. SCHOEN Jr., general manager of WPRO Providence, R. I., keeps as close a check on his public service programming as on his commercial shows. He knows, of course, that while many organizations request many hours of broadcast time, they seldom bother to help out the station by promoting their own programs.

About a year and a half ago, Mr. Schoen decided that his experience with public service programs notwithstanding, it would be in the public interest to present a program covering various business and economic problems that the average taxpayer faces today. He wanted a program that would help the typical WPRO listener with his day-to-day economic affairs.

He suggested to officials of Providence's Bryant College, an 89-year-old "non-profit institution of education for business," that the school produce the series. It would mean prestige for the school, he pointed out, and, aware of the school's reputation, he was sure a series produced by Bryant would meet his requirements.

Not only did the school like Mr. Schoen's idea (it had never before aired a radio program), but also Bryant promised a promotional campaign to exploit the series using advertising-agency methods. It was this, in particular, that delighted Mr. Schoen.

The school's public relations director, Mrs. Gertrude Meth Hochberg, sparked the series.

Spontaneous Action

As soon as Bryant College instructors agreed to appear on the program, Mrs. Hochberg began working out promotion plans for the programs.

She decided, first of all, to use commercial advertising methods in promoting the programs.

In addition to telling the newspapers about the series, Mrs. Hochberg sent stories to all the New England trade papers, consumer magazines distributed in the area and the wire services.

At the same time letters describing the series were sent to 17,000 people in the Providence area—employers in the 500 largest New England industries, all public relations directors in Rhode Island, Massachusetts and Connecticut, every high school principal and guidance teacher and the Bryant College list of employers.

Mr. Schoen described the campaign as "a full-scale advertising campaign—the kind of thing done in agency work." He said it was something he never expected from producers of public service programs.

He was even more astonished when, after the program started, Mrs. Hochberg began running ads in the Providence newspapers on the series. She also persuaded the newspapers to list the programs in the radio highlights box on their radio log pages.

Mrs. Hochberg sent copies of the program scripts to the Providence newspapers and, Mr. Schoen said, this practice usually resulted in a story the next day.

Success of the series was measured in various ways:

The WPRO ratings were high when the program was on the air —frequently as high as for the *Bing Crosby Show* or *American Way* network programs which preceded the Thursday night *Bryant's View* shows.

Popular Scripts

An increasing number of requests for copies of the scripts came into Mrs. Hochberg's office. The requests came from companies with training courses who wanted to distribute the information to trainees, from schools with commercial classes (where listening to *Bryant's View* had become a regular assignment backed up by required reports), from libraries, which wanted to stock their career department files, and from listeners.

Mrs. Hochberg said the series gave the college increased prestige in the community, the alumni are happy over the programs, and the faculty, which serves the program for no compensation, enjoys a definite advance in status—both on the campus among students and in the general community outside.

From a broadcaster's viewpoint, Mr. Schoen said *Bryant's View* is one of the most successful educational program series in WPRO's history. "We were on the right road when Bryant College gave us the kind of program we were looking for," he said, "but assured success was the result of full and continued cooperation between the college and the station on program objective, production, broadcast time and—particularly—the all-out promotional effort of the college itself."

Uhf Faces A Test: Los Angeles' 7 Vhfs

by LEO KOVNER

A modern-day Daniel readies his uhf for competition in a den of seven currently-operating vhf outlets in Los Angeles. Here he gives his long-range reasons on why he believes he will succeed.

TODAY's television counterpart of Daniel entering the lions' den is John Poole, 36-year-old California broadcaster who is putting a uhf television station into operation next fall in vhf-saturated Los Angeles.

There are seven pre-freeze vhf stations in that market. A reported five out of seven were still losing money at the end of 1952.

It was faith that enabled Daniel to survive. If faith can do as much for Mr. Poole, he as well as has it made with KPIK(TV) which is scheduled to begin operation within a couple of months on Ch. 22. However dim others may think his prospects are, Mr. Poole is not at all discouraged.

"People ask me why I'm building the station," he has told B•T. "I have faith in the future of television and of Los Angeles. Statistically speaking, enough people move here every year to support the addition of a new TV station annually," he explains.

In radio "all my life," Mr. Poole built his first ham station at 14. Before the war, he shipped out as a Merchant Marine radioman and from 1940 to 1945 served in the Army Signal Corps. Afterward he acquired and operated KSMA Santa Maria, KALI Pasadena and built KBIG Avalon. John Poole Broadcasting Co. now owns KBIF Fresno and KBIG and holds construction permits for Ch. 46, Sacramento, and Ch. 53, Fresno, as well as for KPIK(TV). Five years ago he established experimental uhf KM2XAZ (TV) Signal Hill, Long Beach, of which KPIK is the outgrowth. "So you can see this isn't a 'smart money' move, but part of a long-continuing program," he states.

The financial picture of Los Angeles television isn't quite as grim as the FCC reports indicate [B•T, Aug. 3], in Mr. Poole's opinion. While apparently five of the seven stations are in the red, "some don't mind too much losing money now," he says. "They're doing things in the grand way to make a name for their stations. Meanwhile, their properties are becoming more valuable. Eventually, I think all the existing stations will solve their problems, or the problems will work themselves out, and they all will be operating at a profit,"

"What Happened at Roanoke" [B•T, July 13] doesn't dismay Mr. Poole. There, uhf WROV-TV, in the face of increasing losses against the single vhf competition of WSLS-TV, has turned Ch. 27 back to the FCC and entered a competitive application for vhf Ch. 7.

Cites Comparative Circumstances

"They're losing a lot less than many vhf stations," he says. "Of course, their's is a special case, but if a vhf channel weren't available for them to jump after, they might have stayed on uhf and made a go of it.

"It took the pioneers in vhf four or five years to get started," he comments. "They didn't have competition, but neither did they have the equipment, the services and the acceptance of the public and advertisers we have today."

John Poole Broadcasting Co.'s KBIG started operation last year and was showing a profit four months later, so Mr. Poole can point to this latest in a number of successful projects to back up his ideas on station management. To him, there are two major approaches to putting black ink on the ledger of a uhf station entering a high competitive situation.

One is a fast, intensive developme gambling heavy initial losses on high qu ity, exclusive programming with the ho of gaining quick audience acceptance a accompanying advertising revenue. M Poole admits he did think of obtaining e clusive telecasting rights to certain athle events. With Ch. 22 the only station carry these, perhaps a high proportion Los Angeles' more than 1,500,000 s owners might have felt it worthwhile once to invest the $30-to-$60 required convert their receivers to one or more u channels.

But when KPIK's owner says, "I do think uhf in Los Angeles will pay off in hurry," he indicates that the station will f low the other approach, which can be sum marized as keeping costs down, progra ming modestly, and gradually building an audience.

"Uhf will develop, but not overnight," opines. "The rewards will be the same those of vhf, if the stations will only st with it. We'll realize our returns, althou perhaps a little later than the vhf station

The first part of the formula—keepi costs down—does present a lot of prick problems and Mr. Poole admits labor co are the prickliest of the lot. "If the unio will cooperate, we can keep our costs do and create new jobs in television. But we're forced to operate on the costly lab budget of our vhf competition, KPIK m never become a reality."

Another problem is to create in the L Angeles area's video audience a desire

To sell dog food to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Dog food or whatever you're selling—take this pointer to boost your sales in *inland* California. Be on the BEELINE! That's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

NECESSARY to receive uhf KPIK (TV) Los Angeles, signal are an "all channel" receiver, on which Thorton Chew (l), director of television engineering, John Poole Broadcasting Co., is resting his hand, and the "bow tie" antenna John Poole, owner-manager of Channel 22, is holding in his hand.

convert to uhf. John Poole Broadcasting Co. is already campaigning, mainly on KBIG, with the slogan, "America's New Standard—All-Channel TV." Immediately after KPIK's test pattern goes on the air, the promotion will be expanded to use billboards, newspapers and magazines. In this, Mr. Poole hopes for the cooperation of television manufacturers and distributors.

"We hope to build up a receiver market of roughly 200,000 sets a year. The manufacturers say all-channel sets will be rolling into the Los Angeles area in six months. Then, if the distributors want to sell sets, they can sponsor good shows on Ch. 22," Mr. Poole pointedly suggests.

His strongest immediate support will come from television set manufacturers and distributors, John Poole expects, primarily because he *is* starting a uhf station in a vhf area. "The Los Angeles area is practically saturated with vhf sets and the average receiver is two or three years old," he observes. "Their big problem is how to sell new sets. Uhf opens a vast new market, both for dealers to replace present vhf-only with all-channel receivers and for television services to convert existing sets."

All-Channel Set Need

Current receiver manufacturing is a subject on which Mr. Poole has strong feelings. "The manufacturers can't continue to construct 'custom-made' sets. At present they make vhf receivers for Los Angeles, for instance, and uhf for other markets. They'll have to standardize on all-channel receivers so they can mass-produce."

Color television might serve other purposes beyond offering a new facet of the medium, he thinks. "Conversion to color might clean out the old, exclusively-vhf sets. Of course, it won't happen overnight. The change to all-channel, color receivers will take place slowly until the price comes down. But it will eventually."

If preliminary observations are borne out by further research, one characteristic of uhf may prove a valuable selling point. Mr. Poole explains, "It's been definitely shown uhf signals are subject to less interference from certain kinds of electrical disturbances, such as 'snow' caused by automobile ignition."

KBIG's success is attributed, in large part, to John Poole's ideas on programming, but he ruefully admits he has no "secret weapon" in store for KPIK's viewers. "The programs won't be costly," he says. "We'll have to rely on ingenuity for our low-budget, one-or-two camera shows. We don't intend to compete with the networks. Rather, we'll try to develop a programming to satisfy people not now completely happy with that of the networks and independents."

The four permittees who recently told the FCC that subscription television was a necessity to make uhf-TV economically sound [B•T, Aug. 10] do not find agreement from Mr. Poole. "We don't have to have it to survive. But if it brings additional and new service to the public, fine. However, I think people are so used to seeing television free, subscription TV will have to be very good to succeed."

KPIK will operate fewer hours than its vhf competition, owner Poole reveals. This will serve two purposes: To keep expenses down and to help the station's programming. "We'd rather have better than more shows," he says.

Less Than Authorized Power

The station will go on the air with less than its authorized power, mainly because of the difficulty in getting transmission equipment delivery. "We're asking the FCC for permission to operate with 12 kw at first, which, plus antenna gain, should give us 50,000 watts in all. There will be a substantial antenna tilt of 3 degrees. But when our custom-built equipment becomes available, we plan to go to 540,000 watts."

Commenting on KPIK's transmission building on Mt. Wilson, overlooking the greater Los Angeles area, Mr. Poole says, "We did consider building on Catalina Island, where KBIG's transmitter is located, so we could serve some areas not now covered by television—Laguna Beach, for instance. But the advantages of Mt. Wilson outweigh those of Catalina. We get a better signal from Mt. Wilson. With our present interim equipment, we expect to serve virtually all of metropolitan Los Angeles with only slightly greater technical difficulty than the Mt. Wilson vhf stations."

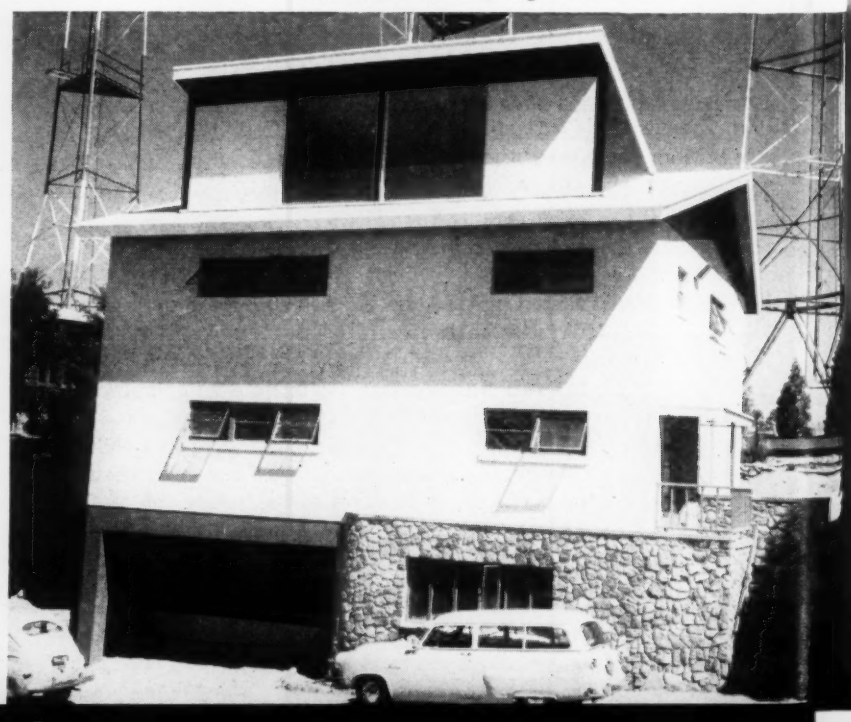
"The great and growing Los Angeles area can ultimately make use of 10 television facilities, which is the present plan," Mr. Poole says, deferring to the authorized nine commercial and one educational station allotted the region. "Five years ago, when we were experimenting with KM2XAZ near Long Beach, I knew all the vhf channels were used up and that any other stations coming into this area would have to be uhf."

Uhf television will not fade in importance as did FM radio, Mr. Poole feels. A number of cities must turn to uhf for second and third service because of the limited vhf channels. In some areas, uhf is the first service. Unlike FM, uhf in many places will not have to overcome the strong competition of long-established stations while trying to earn public acceptance. However, the entire controversy of uhf vs. vhf will become theoretical in the not-too-distant future because, he believes, "It will all be called television, whether it's uhf or vhf."

So Daniel, alias John Poole, marches into the lions' den with a firm faith that:

- Although five of the seven Los Angeles vhf stations currently are not operating at a profit, they eventually will solve their problems and find their way into the black.
- Uhf television will achieve an equal basis with vhf in a number of years, mainly through modernization of receivers.
- Los Angeles has enough varied taste to make practical use of 10 TV facilities.

TRANSMITER building of John Poole Broadcasting Co., atop Mt. Wilson near Los Angeles, houses two other stations besides uhf Ch. 22. Ground floor is leased by KFWB-FM (whose tower can be seen at right) and part of second floor is leased by Ch. 28, USC-Allan Hancock Foundation educational station (center tower), both Los Angeles. KPIK (TV), same city, has cooling equipment, engineering offices and workshop on first floor, transmitter eqiupment on rest of second floor, and microwave equipment on top floor. Tower at left is that of KHJ-TV Los Angeles.



Safety knows no season

"In the past, most highway safety promotion has been emphasized in the summer months. However, because of the increasing amount of driving in the winter months, in addition to slippery roads and other travel hazards, careful driving is an all-year-round responsibility. For that reason the safety theme will be one of our most consistent and heavily promoted messages."

STANLEY C. HOPE
President, Esso Standard Oil Company

The illustration above is appearing in hundreds of newspapers published in the area from Maine to Louisiana, where Esso Products are marketed. This advertisement was adapted from a design now being seen on thousands of outdoor poster panels.

Similar safety messages are constantly broadcast over radio and television for full and complete coverage. Even on Esso road maps, and other promotional material, safety slogans are being used to constantly remind the public of safe driving on the highways.

The promotion of safer driving has always been an important goal at Esso Standard Oil Company. During recent years Esso highway safety campaigns have been honored with the National Safety Council's Public Interest Citation, the Alfred P. Sloan Highway Safety Award and the Advertising Council's commendation for outstanding public service broadcasts.

This year, the new and greater emphasis on safe driving for Happy Motoring will be carried on throughout the year by Esso Standard Oil Company because "safety knows no season."

Esso ESSO STANDARD OIL COMPANY

A student interviewer—

A set of slanted questions

And it's easy to prove that . . . .

NEWSPAPERS

By J. Frank Beatty

Scene: Office of the Managing Editor, Metropolis (Ill.) Nonpareil-Banner

Managing Editor—Your name, young man?
Young Man—J. Adolphus Browning III, Sir!
M. E.—Well now, so you want to be a newspaperman?
Y. M.—Yes, Sir. It's a life-long dream.
M. E.—What are your qualifications?
Y. M.—I have just received my degree summa cum laude at Modal School of Journalism.
M. E.—A fine newspaper school.
Y. M.—It has a wonderful reputation.
M. E.—You've had practical experience?
Y. M.—Of course, Sir. We had many field assignments at school.
M. E.—Excellent. Do you have any background in economics and research?
Y. M.—Yes, Sir. I worked on surveys showing what the public thinks of various media.
M. E.—You did? What did your surveys show?
Y. M.—For one thing, they showed that 48% of women find newspapers the most useful of all media.
M. E.—Naturally. And if you'll pardon the hated word, what did you find out about radio?
Y. M.—Only 6% of women find radio most useful.
M. E.—And, hrrmph, television?
Y. M.—Only 10% of women find television most useful.
M. E.—Most interesting, and obviously correct.
Y. M.—Of course, Sir.
M. E.—Your definition of useful is. . .?
Y. M.—It sort of had the ladies guessing, Sir.
M. E.—And if they asked?
Y. M.—If they asked, the interviewer was instructed to say, "The kind of advertising which you use most in your buying."
M. E.—A real cutie, I must say.
Y. M.—I agree.
M. E.—What were your qualifications as interviewers?
Y. M.—We were students of the journalism school.
M. E.—And newspaper-minded?
Y. M.—We were studying for advertising degrees.
M. E.—Perfect. And where did you do your interviewing?
Y. M.—Some of the interviews were conducted at home and others at women's organizations and in stores.
M. E.—Ah, where the girls were doing their weekend marketing, buying small-day-to-day items.
Y. M.—That's right. I had a little gimmick of my own.
M. E.—Yes?
Y. M.—Well, one weekend I stationed myself at a meat counter. There was a special on sirloin steaks, 70 cents a pound.
M. E.—And they had learned about the steaks. . .?
Y. M.—In the newspapers, naturally.

M. E.—A most receptive and impartial group. You have had professional experience at this sort of thing.
Y. M.—Oh no, Sir. It was really just one of several classroom exercises by us students.
M. E.—But professionals couldn't have produced better results.
Y. M.—Thank you, Sir. It made us feel mighty good to see how the exercises turned out.
M. E.—Of course you stratified results.
Y. M.—Not exactly, Sir. Only by occupational groups and that only applied to perhaps 50% of the sample. We like to think the occupational groups were typical.
M. E.—It's just as well you didn't pursue the matter too carefully.
Y. M.—You see, this was just a routine classroom project so we didn't figure it was necessary to recognize such factors as income, age groups, educational levels and geographical areas, to mention only a few of the thousands of variables.
M. E.—Your sampling was scientific?
Y. M.—Very much so. Our procedure consisted of the sampling of clusters chosen at random in the area.
M. E.—And you saw that they were properly exposed to all media?
Y. M.—We didn't bother with that since it was only a school exercise.
M. E.—I must say your results are impressive.
Y. M.—We were pleased that people respond so well to newspaper advertitsing.
M. E.—And you tested copy impact?
Y. M.—Not exactly, but it is inherent in our results.
M. E.—You mean you were really testing both media and copy?
Y. M.—Yes, I'll have to concede you're probably right.
M. E.—And then you translated impact of different kinds of copy into media terms?
Y. M.—In a way, yes but. . .
M .E.— But?
Y. M.—. . . . In a classroom exercise we don't explain these trival details.
M. E.—Very good. Now, how many interviews did your group conduct?
Y. M.—In 1952 we did 1,400 in the winter series and 725 in the fall.
M. E.—And where did you operate?
Y. M.—Only in the Upper Shore area.
M. E.—Convenient. And your audience was typical?
Y. M.—Yes, we met the best people. Many of them were driven to stores by their chauffeurs. It's a desirable area.
M. E.—What were their reactions to advertising?
Y. M.—They found it useful, as I said before.
M. E.—Were they annoyed by advertising?

ARE WONDERFUL

Radio and television stations around the country are finding themselves portrayed as unpopular and ineffective media on the basis of a "Continuing Study of Housewives' Attitudes Toward Advertising Media" directed by Dr. Charles L. Allen, Assistant Dean & Director of Research, Medill School of Journalism, Northwestern U., Evanston, Ill. The studies are conducted in the North Shore area of Chicago (Devon St. on the South, Northern limits of Lake Forest and westward to Des Plaines city limits on the east).

There are surveys, and there are surveys. And then there are the uses to which surveys can be put. Herewith is the story of an interview that never took place in a newspaper office that never existed and by characters who never lived. Any relation between this interview and any survey, living or dead, is purely coincidental.

Y. M.—Most of them had read the supermarket ads and only 2% said newspaper advertising was distasteful.

M. E.—And radio?

Y. M.—Well, our professor likes to say that radio is dead on the Upper Shore. Our survey showed that many women—actually, 27%—said radio advertising was the most distasteful.

M. E.—Even if they don't listen?

Y. M.—Yes Sir.

M. E.—Now, about television?

Y. M.—You'll like the figures, Sir. Our impartial classroom exercise showed that 22% of women said television advertising was the most distasteful.

M. E.—Is that all?

Y. M.—I really felt I knew before we asked the questions how they would come out. I hate the commercials.

M. E.—You listen to radio and look at television?

Y. M.—Well, some. After all, you can't go anywhere without encountering them.

M. E.—Gruesome, isn't it? Your survey was strictly impartial, I gather.

Y. M.—Exactly so, Sir. The questions have been used for years and the results have been uniformly in favor of newspapers.

M. E.—Have you ever asked the girls if

A Critical Look at Medill's Survey

NEWSPAPERS are beginning to show around—to their advertisers and prospective advertisers, for instance—an advertising study conducted by students of Medill School of Journalism of Northwestern U., Evanston, Ill. [B•T, June 15].

In the opinion of broadcast researchers, it is the sort of study best calculated to turn up the best answers for newspaper promotion people — and newspaper promotion people, in the opinion of broadcast researchers, would be idiots not to use it for all it's worth.

All they ask is that the people to whom it's presented—advertisers, for instance—consider the whole circumstances (and technique) of its making.

Actually, it's a series of surveys.

Since 1944, two, three, or four times a year Dr. Charles L. Allen, assistant dean and director of research of the Medill School, has assigned his students a task: To talk to housewives in their homes (about 50% of the cases) and in grocery stores, clothing stores, meat markets, elevated railway stations, church meetings, women's clubs, etc.

Three or four questions are put to the housewives in the pursuit of this scholastic assignment. Broadcast researchers consider them reasonable questions from the newspaper standpoint, but something less than proper ones if fairness to all media is the desired result.

For instance, a key question is: "What kind of advertising is most useful to you?"

In the results which newspapers are not concealing—especially in markets which by coincidence have recently acquired, or are about to acquire, television stations—newspapers come out on top.

The top four media, in percentage of nominations in answer to that question, are as follows (survey of fall, 1952):

Newspapers 43.72%
Magazines 26.48%
Television 16.68%
Radio 4.68%

Broadcast researchers accept these figures as being approximately accurate—based on the wording of the question.

The Medill studies also found that, of the major media, more people would prefer to do without ads on television and radio than on, unsurprisingly, newspapers and magazines. The "prefer without ads" score as shown by the fall 1952 Medill study is as follows:

Newspapers 6.34%
Magazines 11.72%
Television 58.75%
Radio 63.03%

Yet other, admittedly more national, studies have produced opposite results.

A nationwide survey reported in the book, "The People Look at Radio," by Paul Lazarsfeld and Harry Field showed that 62% of respondents voted in favor of radio with commercials; 35%, without, and 3%, no opinion.

In the same book it was pointed out that people had been asked to appraise the local "institutions" which were doing the best jobs in their communities. Radio came out ahead of newspapers —and also, incidentally, of churches— with this lineup.

Among those "institutions" listed as

(Continued on next page)

A Critical Look at Medill's Survey

(Continued from preceding page)

performing "excellent" service to the community, radio led the list with checks from 28%; churches took second place with 25%; schools took 17%, newspapers came next with 12%, and local government received 7%.

But they question the wording. They question most especially the word "useful."

Such a word, they contend, is calculated to make the housewives think first and most often of the ads which newspapers carry telling of what's on sale today at the meat market, or what clothing buys are hot, or where bacon is 60 cents a pound.

The "proper" approach, in the minds of broadcast researchers, would be first to draw a distinction in the minds of the housewives between the various types of advertisement—local (i.e., essentially, those called up by the "useful" question) versus regional or national; those designed to make immediate sale, which is basically the newspaper type, as against those where the intent is to build up brand names for sales-in-the-long-run, etc.

If these distinctions were drawn, researchers say, the answers of the housewives would have been different.

Another question in the Medill study concerns the media whose advertising is "most distasteful."

It is not surprising that, among the figures being distributed by newspapers, television and radio advertising lead the list in this category:

Television 27.17%
Radio 18.48%
Direct Mail 12.83%

Newspapers and magazines come out just ahead of "no opinion," with 2.71% and 1.66%, respectively.

Only trouble with this is the word "distasteful."

Numerous surveys on a nationwide scope—as distinguished from surveys conducted in a single area among 500 to 1,000 persons—have indicated that people "accept" newspaper ads for the simple reason that they can ignore them.

The broadcast media are considered more as entertainment media, and the commercials, though they occupy less space proportionately than newspaper ads, are more apt to be heard or seen.

Going further, nationwide studies have shown that people react more strongly to radio-TV commercials than to other advertisements. If they dislike them, they dislike them more strongly; but on the other hand, if they like them their ardor is stronger.

they would rather not have any advertising?

Y. M.—Many times.

M. E.—And what . . .?

Y. M.—Our impartial classroom exercise shows that 93% of women prefer to have advertising in their newspapers.

M. E.—Of course. And radio?

Y. M.—Over 65% would rather have radio without advertising.

M. E.—I don't wonder. Now, about television?

Y. M.—About 60% would rather not have advertising on television?

M. E.—You know, it's a mystery why the big advertisers are spending so much money on radio and television.

Y. M.—They should see our survey, Sir.

M. E.—I recall now that our industry is

taking advantage of these unbiased surveys.

Y. M.—I've noticed it, too.

M. E.—You've seen some of the promotional material?

Y. M.—Yes, Sir.

M. E.—Such as?

Y. M.—Some papers really tied into radio and TV by printing the results.

M. E.—Exactly as you released them?

Y. M.—They aren't exactly released, Sir.

M. E.—I see. They're sort of inadvertently available.

Y. M.—They get to the right places. The American Newspaper Publishers Assn. put our survey on their list.

M. E.—Is it reproduced accurately?

Y. M.—In general, Sir.

M. E.—Meaning?

Y. M.—Several of the newspapers have rather elastic versions.

M. E.—Elastic?

Y. M.—Maybe I shouldn't say this, but one paper, for example, said the results were based on about 12,000 interviews in 1952.

M. E.—Go ahead.

Y. M.—Actually we only conducted about 2,000 interviews.

M. E.—Perfectly natural. They wanted to lend an aura of authenticity.

Y. M.—Well stated, Sir.

M. E.—So your questions weren't loaded?

Y. M.—Of course not.

M. E.—And your interviews were carefully conducted?

Y. M.—That's right, and in the right places at the right time, I might add.

M. E.—Most commendable. Your results confirm the impartiality of your research.

Y. M.—We're very happy about the results. And, Sir, about an opening on the Nonpareil-Banner?

M. E.—I'm glad you mentioned that again. I must congratulate you on your grasp of our industry's problems. I predict a bright future in journalism for a youth of your ability.

Y. M.—And the job?

M. E.—There isn't anything open at the moment except in the newsroom. We need a copy boy.

Y. M.—Oh.

M. E.—But that's the way I started. You should begin at the bottom and work your way up, acquiring a good foundation in the process.

Y. M.—It pays . . .?

M. E.—Twenty dollars a week to start, but you should advance quickly.

Y. M.—To what, Sir?

M. E.—We may have an opening in our promotion department by the end of the year. Possibly we can expand our activities in the research field. Suppose you think it over.

Y. M.—Thank you. I'll think it over, but it isn't quite what I expected.

M. E.—Life, unlike some surveys, is full of the unexpected.

Y. M.—You state things amazingly well, Sir.

M. E.—On second thought, we might be able to use a man of your ability right away. Some of our misguided people around Metropolis are succumbing temporarily to this radio and television foolishness.

Y. M.—It's tragic, Sir.

M. E.—And bring in some ideas for a research campaign. We'll really hang one on them.

Y. M.—I understand, Sir. Thank you.

KWBW Radio Rolls

THAT "old" medium, radio, just keeps rolling (responses and sales) along!

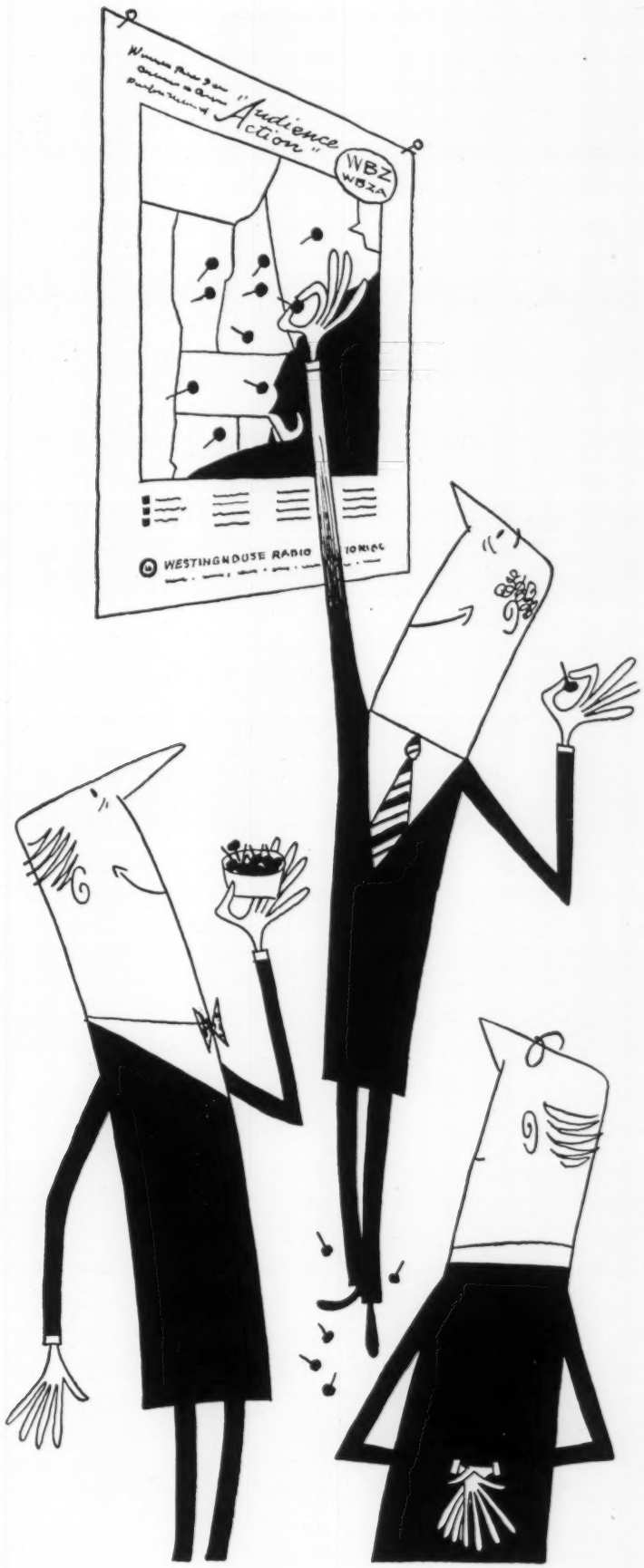
A recent radio success comes from KWBW Hutchinson, Kan., which found the facts and figures just too good to be kept under a bushel basket. These are the computations as released by KWBW:

Lustercraft Corp. of Kansas placed an offer on both radio and television to stimulate demonstrations of its products in the home.

The TV offer was a free stainless steel mixing bowl for allowing a demonstration and a french fry basket with the purchase of a set of Lustercraft. The radio offer was the bowl only, to be given for permission of a demonstration.

Length of time of the TV commercial was four weeks. Cost of time and phone service was $395. The TV campaign brought in 400 replies, 100 in the Hutchinson market, the rest in the Wichita market.

Radio time was one week with cost of time and phone service of $60. The radio campaign caught 536 replies, all in the Hutchinson market. Breakdown of TV cost: $1 per reply. Of radio: 12 cents a reply.



Check the new WBZ MAIL MAP

against the areas where you want action in New England

Map shows where listeners are, and where they're influenced to **act**

A survey that plots audience location is a big help in time-buying. Even more helpful is a survey that indicates sales-action. And that's exactly what the new WBZ mail map does!

The map is based on accurate analysis of more than 100,000 pieces of mail. Counties are shaded to indicate degree of penetration shown by intensity of mail returns.

Check this new map with **your** New England sales picture.. and find out how important it is to tell your story on WBZ! For further information, get in touch with WBZ or Free & Peters.

WBZ
BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

WILBUR WRIGHT is here shown carrying gasoline to plane for one of man's earliest powered flights. Girl is believed to be Harriet Quimby, America's first woman pilot. Continuous oil research for 50 years makes the difference between the gasoline in Wilbur Wright's 5 gallon can and the special jet fuels and aviation gasolines in the tanks of today's planes.

1911—EARLE OVINGTON, pilot of early air-mail run, gets mail from Postmaster General Hitchcock before 10 mile flight. Better planes, fuels, lubricants later made dependable air-mail service possible.

1927—CHARLES LINDBERGH—(arrow) stands by as the Spirit of St. Louis is fueled for its historic flight from New York to Paris. Over 450 gallons of gasoline were poured by hand into the plane's tanks.

1940—"SCRAMBLE"—RAF pilots race to Spitfires to repel attack. British call American-produced 100 octane gasoline, which Germans didn't have in quantity, margin of victory in Battle of Britain.

1953—OFF KOREA—carrier jets being refueled at sea. Even though new jets gulp fuel 8 times faster than World War II planes, U.S. oilmen are keeping ahead of record demands for these special fuels.

They brought you the Age of Flight because

They Were Free To Try The Impossible

In 1903 the "experts" said it was impossible for a powered heavier-than-air machine to fly. But the Wright Brothers weren't discouraged by the experts. Free to put energy and money into a challenge to the impossible, they flew at Kitty Hawk—opened up the Age of Flight—and created new jobs and opportunities for millions.

This same freedom—under a system where the opportunity for rewards exists—has also been a major reason for the constant progress U. S. oilmen have made.

One example—in the early 30's the experts said it was impossible to produce low-cost 100 octane aviation gasoline. But competing U. S. oil companies, stubbornly invested millions learning how—long before a market for the product existed.

When World War II came, oilmen were ready. 100 octane gasoline, which the Germans never had in quantity, was one vital key to victory because it gave Allied planes vastly greater speed and range.

Because they were free to try the impossible again and again, oilmen, like the men of aviation, have served you and the nation well in the 50 years since Kitty Hawk. They will continue to search out new horizons for you so long as this great American freedom exists.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N.Y.

BROWN-DUNKIN BUYS

360 SPOTS A WEEK

USING ALL SIX TULSA STATIONS

NEXT Sunday will be a historic day in Tulsa radio.

It will mark the opening of a one-year campaign of saturation spots on all Tulsa stations by Brown-Dunkin Co., "Tulsa's Dominant Department Store."

All six radio stations will take part in the campaign, a significant triumph of Associated Tulsa Broadcasters. This incorporated group conceived and sold the Brown-Dunkin spot series [CLOSED CIRCUIT, Aug. 24].

In brief, each Tulsa radio station will carry 60 spots per week, adding up to an estimated $125,000 for the year.

This spectacular approach to the department store problem started to develop last April when Kevin Sweeney, vice president of Broadcast Advertising Bureau, was scheduled to talk in Oklahoma City on his favorite subject.

Tulsa's six ATB members thought it would be a good idea to have Mr. Sweeney address a similar meeting in Tulsa and talk to some advertisers about the blessings of radio.

ATB made the arrangements, subtly hinting at radio's importance by sending out appropriately engraved invitations to 125 leading local businessmen. This list represented the top echelon of commercial Tulsa, including advertising executives of companies able to influence advertising budgets.

John Dunkin, operating executive of Brown-Dunkin, agreed to serve as chairman of the meeting. He lauded radio's sales potency in his opening remarks and after Mr. Sweeney concluded added another tribute to the medium's effectiveness.

After the luncheon Mr. Dunkin remarked informally that he and his staff appreciated the chance to hear Mr. Sweeney's story of the power of broadcasting.

And then he voiced a thought that started a chain reaction—the reaction that led to the saturation campaign.

"I wonder if you could find some way of integrating radio more effectively into our own advertising program," he said.

Gustav K. Brandborg, KVOO, asked if he would like ATB to work out a tailor-made plan for Brown-Dunkin. Mr. Dunkin was agreeable and things began to happen.

William B. Way, ATB president, and other association members, with their station staffs, started a series of meetings to plan a program designed to do the radio job for Brown-Dunkin. A sales representation was developed, consisting of 23 large panels.

At a second luncheon the presentation was made to Mr. Dunkin and members of the store operating committee. For three hours the radio and store executives tossed the subject back and forth.

The store made available confidential information which ATB used in developing projections. This included figures on charge accounts in the territory. These figures were matched against newspaper circulation in the area, yielding effective indications of radio's superior coverage and its ability to increase the number of sales messages delivered to the charge customers.

In essence the Brown-Dunkin campaign looks like this:

1. The program is an announcement saturation campaign employing all Tulsa AM stations, with each station running the same number of spots per week.

2. Each station is scheduling 60 spots per week, divided 70% day and 30% night.

3. A radio director for Brown-Dunkin will be an exclusive "voice." This voice will be heard on Brown-Dunkin announcements only and will be a new voice in Tulsa. Each day he will give the following day's announcements to all stations on the ATB interconnected loop. Each station will record the announcements by tape or disc, and they will be used in accordance with each station's schedule.

4. In the event any item is sold out quickly, the radio director will replace that item with another, using the same interconnected network. Weather changes can also be accommodated in this manner, an

The advertising and retailing eyes of the nation will be on Tulsa, starting Sept. 13, as a major test of radio's effectiveness as a medium for retail stores will be put to a test by Brown-Dunkin, Tulsa's dominant newspaper advertiser. Again the Southwest becomes a proving ground for radio, lowest-cost-per-thousand medium, recalling the Joskes of San Antonio test in the mid-'40s. The six radio stations in Tulsa developed the project, working in harmony.

TULSA's dominant newspaper advertiser, Brown-Dunkin Co., becomes its largest radio advertiser as Ben Jumper, B-D sales promotion manager (seated, left), signs contracts for all six stations. Seated beside him is William B. Way, KVOO, president of Associated Tulsa Broadcasters. Standing (l to r): Frank Lane, KRMG; John Wheeler, KAKC; Charles Grim, KOME; Bud Blust, KTUL; Gustav Brandborg, KVOO; Jim Neil, KAKC; Lawson Taylor, KFMJ, and Bill Swanson, KTUL.

advantage radio does not always exploit properly.

5. All items used on radio will be identical with those used in all other promotion. This is deemed the logical plan since it is recognized that heavy traffic items in newspaper advertising are also heavy traffic items on the air. The whole pitch is designed to increase the traffic load into the store.

At the suggestion of Brown-Dunkin, billing operations will be confined to a single invoice each month, made up from the separate invoices submitted by each station. ATB, in turn, will pay separate invoices to the stations.

The radio director at Brown-Dunkin will enjoy equal stature with other department heads and report directly to Ben Jumper, sales promotion manager.

He will acquaint sales personnel and department heads with the radio activity and offer suggestions on ways of taking advantage of the items. This will involve placement of radio copy at departments, use of the radio spots on the store's PA system, talks at sales meetings and similar activities.

Whole Pie Is Better

The presentation submitted by ATB to Brown-Dunkin took this theme: "A part of the pie is fine but the whole pie is better —especially if you want to share it with others (like stockholders, for instance)."

ATB cited Advertising Research Bureau Inc. tests showing newspapers produce one-fourth of department store traffic producing 26% of sales. Radio-influenced traffic, it was noted, is 35.7% of the total and responsible for 38% of all sales.

"Radio has no quarrel with newspaper advertising," it was stated. "We know it's good and does produce results.

"But, for Brown-Dunkin to do a complete advertising job, radio advertising must be used on a fulltime, comprehensive basis."

Radio Serves 173,902

The presentation cited the 192,028 homes in the Tulsa retail trade area, claiming one paper served 62,933 of these homes compared to 173,902 served by radio. Another paper was said to serve 61,434 homes.

This point was then made: "Since ARBI studies prove greater response from radio than from newspapers; since ABC and census figures prove the tremendously greater radio penetration of Tulsa retail trade area homes over newspaper circulation — why continue to depend upon newspapers to do a job which is beyond their capability to perform . . . alone.

"Do as other great department stores throughout the nation are doing. Use radio advertising to promote at an economical cost (Schusters, Pomeroy's, Bloch & Kuhl, Joske's, Harveys, Blatt [which uses radio exclusively] and many others)."

These stores, it was stated, "are making radio advertising an important and profitable part of their regular advertising."

ATB Sums Up

The ATB presentation summed up these arguments in this way: "To get the WHOLE customer pie Brown-Dunkin must make radio advertising a major part of its advertising program; must use radio advertising on a regular schedule; must devote as much thought and planning to radio as to newspaper promotion . . . must devote specialized thought and planning to the preparation and handling of radio copy."

These practical advantages were cited by ATB in the proposal for a Brown-Dunkin campaign:

We propose: That a small studio be set up in the store to be used to originate all Brown-Dunkin commercials.

All Tulsa radio stations would be connected with this studio by leased telephone wires.

Record Simultaneously

Each day the radio director, through "The Voice," will notify the radio stations that commercials for the following days' broadcasts will be sent to them. Each station will record its own announcements at that set, specified time.

This means elimination of mistakes; guarantees every commercial will be exactly right; permits flexibility of copy handling to take quick advantage of weather conditions, arrival of seasonal merchandise, and all other contingencies.

This method eliminates the necessity for Brown-Dunkin management to see the representative of six Tulsa radio stations to supply copy.

It allows the radio director to plan and execute his duties with greater dispatch, and to keep his store personnel advised of radio promotion that is accurate and impressive.

Observing that Brown-Dunkin will have 360 announcements per week reaching every radio home in the Tulsa retail trade area many times per day every day in the week, ATB pointed out that Brown-Dunkin becomes the dominant radio advertiser in Tulsa just as it is the dominant newspaper advertiser. Furthermore, according to ATB, "this schedule will support newspaper advertising in Tulsa County where paper circulation is greatest, and will deliver Brown-Dunkin selling messages into that great area where newspaper circulation is thin or non-existent."

Monthly Cost $9,550

Using 360 announcements per week on the six Tulsa stations (252 daytime spots, 108 nighttime spots) based on 4 1/3 weeks per month, total cost per month is roughly $8,650, plus radio director and radio voice or a total of $9,550.

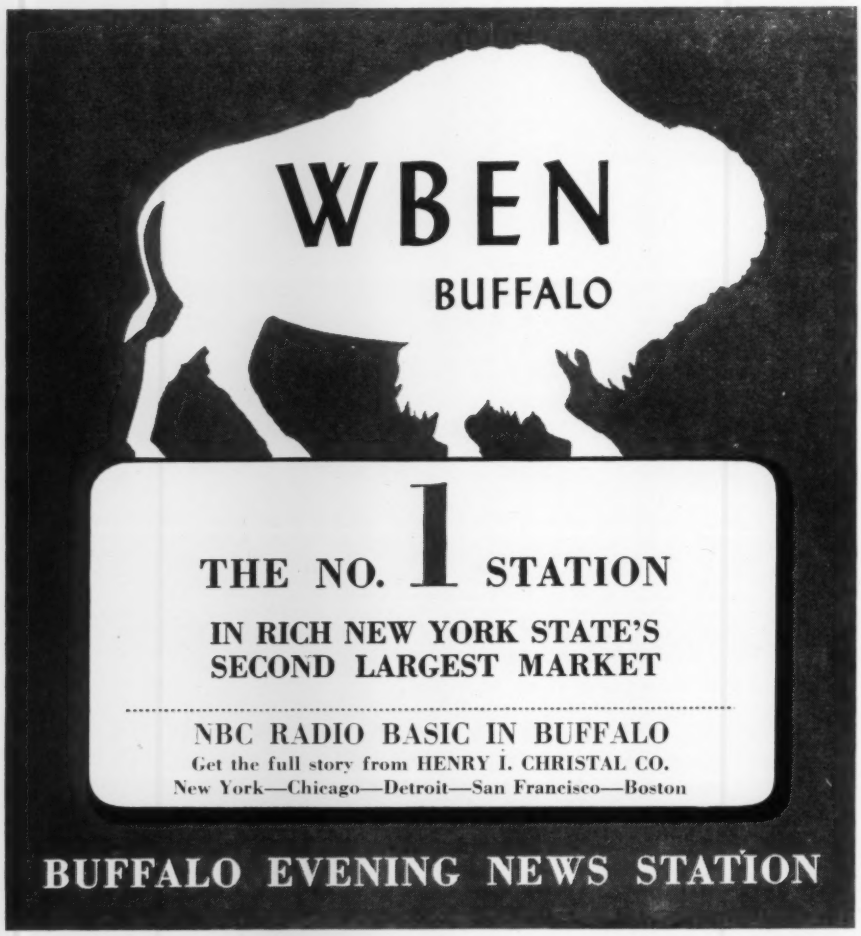
These final reminders were submitted:

Brown-Dunkin needs impact where newspaper advertising is very thin.

Brown-Dunkin needs protection against constantly rising newspaper costs.

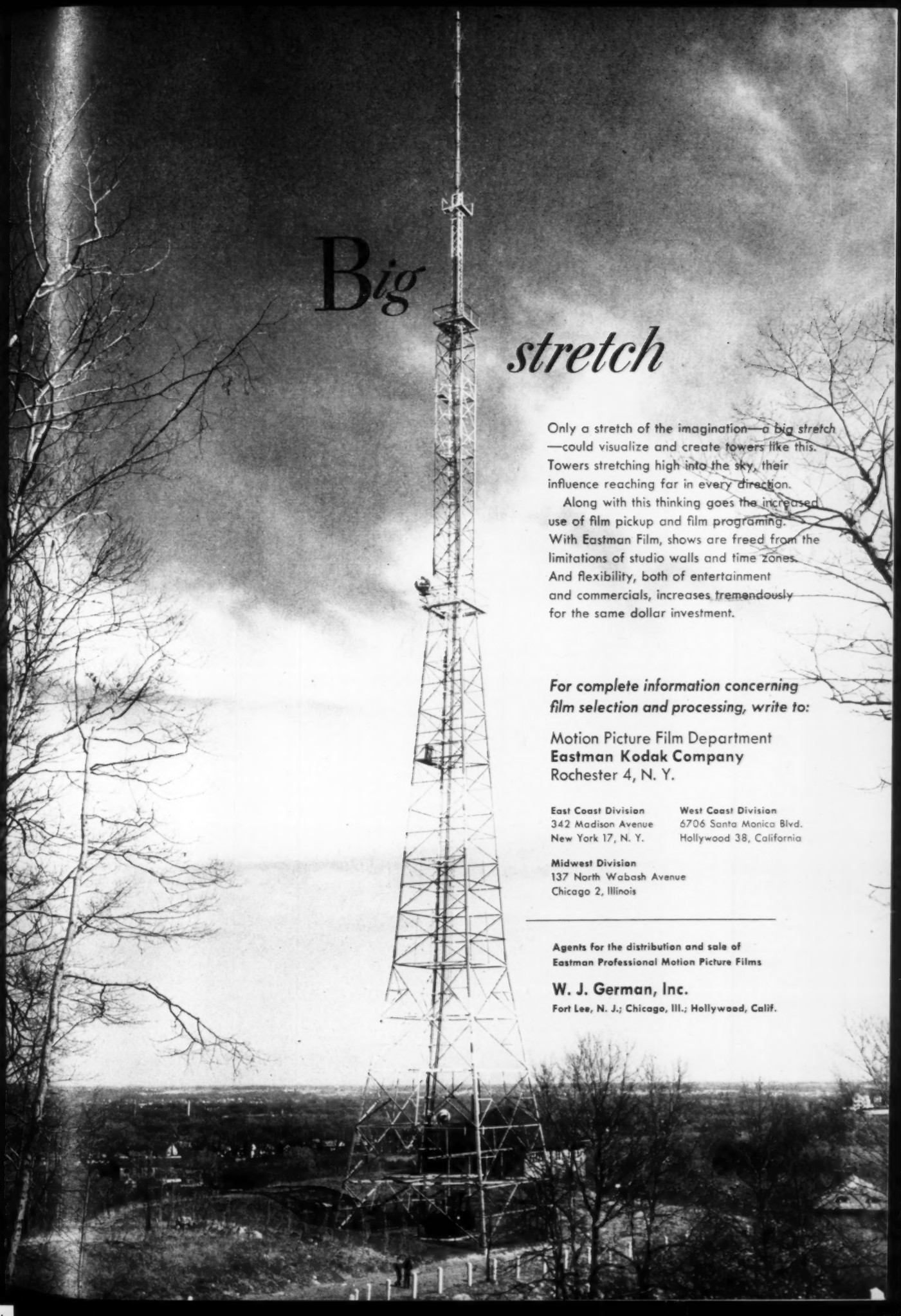
Brown-Dunkin needs to woo the existing market that can be reached only by radio.

Brown-Dunkin needs the extra impact in the group reached by both newspaper and radio.



$66 Brings $30,000

SIXTY-SIX dollars worth of time signals on KREM Spokane, Wash., paid off in $30,000 in sales for the Standard Lumber Co. there. The firm took the advertisements to publicize a home it had constructed. Sixty-one prospects came to the open house. One bought it, another ordered a second just like it, and a third ordered extensive remodeling.



Big stretch

Only a stretch of the imagination—a *big stretch*—could visualize and create towers like this. Towers stretching high into the sky, their influence reaching far in every direction.

Along with this thinking goes the increased use of film pickup and film programing. With Eastman Film, shows are freed from the limitations of studio walls and time zones. And flexibility, both of entertainment and commercials, increases tremendously for the same dollar investment.

For complete information concerning film selection and processing, write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

Agents for the distribution and sale of Eastman Professional Motion Picture Films

W. J. German, Inc.
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

75,956

XUM

readers every week*

American Research Bureau Inc., found that in an exhaustive survey conducted in July, 1953, 75,956 people read BROADCASTING ● TELECASTING every week.*

This huge audience is far bigger than that of any other publication in the radio and television fields. It includes *everybody who is anybody* in the business. Advertisers can influence *all* the decision-makers in radio-TV by placing their messages in BROADCASTING ● TELECASTING

* *ARB found that an average of 4.68 persons read each of B•T's 16,230 copies circulated each week — the largest paid circulation in radio and television. Further details on request.*

XUM

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix **KOOL-TV** (10), 5/27/53-10/1/53, Blair TV share-time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, **KIVA (TV)** (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-11/14/53, Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53, ABC, Hollingbe y.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, **KETH (TV)** (*28), 8/28/52-Aug. '53.
Monterey, **KMBY-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **KCCC-TV** (40), 7/16/53-10/1/53, Weed TV.
Salinas, **KICU (TV)** (28), 1/15/53-Fall '53.
Salinas, **KSBW-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

San Diego, **KFSD-TV** (10), 3/19/53-Fall '53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/20/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuMont.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-Sept. '53. CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-9/27/53, Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/13/53, Weed TV.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53—Dec. '53.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53—12/1/53.
Boise, **KTVI (TV)** (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI (TV)** (2), 5/14/53—12/1/53.
Pocatello, **KISJ (TV)** (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-11/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), 8/21/53-Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Peoria, **WTVH-TV** (19), 12/18/52-9/15/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Sept. '53, ABC, NBC
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, ABC, CBS, H-R TV.
Springfield, **WICS (TV)** (20), 2/26/53-10/1/53—Ada Young.

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Ka
Cedar Rapids, **Cedar Rapids TV Co.** (9), 8/12/53-2/1
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—10/15
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KGTV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-10/1/53—Pearso
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capp Sales.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, Taylor.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Owensboro, **WVJS-TV** (14), 8/20/53—Unknown, Rambe
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-9/15/53, Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/27/53, CBS, ABC, H-R Television.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53—Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/5 Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/5 DuM.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/5 Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Spring '5
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-10/31/53, Ray

MICHIGAN

Bay City, **North Eastern Michigan Corp.** (5), 9/2/5 Unknown.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, resentatives, networks and sources considered reliab

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV** (TV) (28), 7/11/52-9/1/53.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, **WILS-TV** (54), 2/5/53-9/20/53, DuM, Taylor.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDT** (TV) (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/27/53, CBS, DuM, Headley-Reed.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53-9/27/53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-10/1/53, ABC, NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT** (TV) (8), 1/15/53—Early Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-9/1/53, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL** (TV) (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV** (TV) (8), 12/23/52-9/27/53, Pearson.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW** (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Late Dec. '53.
Atlantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
New Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
New Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM** (TV) (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-9/27/53 – CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—9/15/53, ABC, Hollingbery.
Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Sante Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53-10/1/53, ABC, Bolling.
Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Binghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53, Bolling.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT** (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV** (TV) (*25), 8/14/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH** (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Schenectady, **WTRI** (TV) (35), 6/11/53—Unknown.
Syracuse, **WHTV** (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB** (TV) (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV** (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT** (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Oct. '53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-10/1/53, DuM, H-R Television.

NORTH DAKOTA

Bismarck, **KBSM** (TV) (12), 3/4/53—Early Fall '53.
Bismarck **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Minot, **KNDX** (TV) (10), 2/11/53—Early Fall '53.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-Fall '53, Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE** (TV) (22), 11/26/52-9/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-9/10/53, Petry.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
Youngstown, **WUTV** (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, **KMIV** (TV) (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-10/1/53, Bolling.
Oklahoma City, **KTVQ** (TV) (25), 2/11/53-10/1/53, H-R Television.
Oklahoma City, **KWTV** (TV) (9), 7/22/53—Early Spring, '54, CBS.
Tulsa, **KCEB** (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

OREGON

Eugene-Springfield, **KTVF** (TV) (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC** (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF** (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), 8/12/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53-9/1/53, Forjoe.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Oct. '53, Weed TV.
Lancaster, **WWLA** (TV) (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED** (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ** (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—9/15/53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET** (TV) (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV** (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC** (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT** (TV) (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53—Oct. '53, Pearson.
Knoxville, **WROL-TV** (6), 7/31/53-10/1/53, Avery-Knodel.
Knoxville, **WTSK** (TV) (26), 3/26/53—10/1/53.
Memphis, **WHBQ-TV** (13), 1/29/53-9/27/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-12/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

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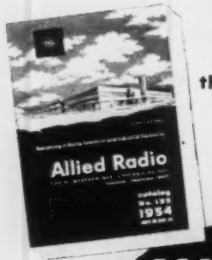

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FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

TEXAS

Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-9/24/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Sweetwater, **Texas Telecasting Inc.** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, **KCEN-TV** (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-9/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/15/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—10/1/53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/15/53 to 10/1/53, NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53—Sept., Oct. '53, ABC, Forjoe.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53—9/20/53, ABC, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—11/15/53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53 Sept. '53, CBS, Taylor.
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/30/53, ABC, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-late Nov. '53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53—Dec. '53.
Anchorage, **KTVA (TV)** (11), 7/30/53—Unknown.
Fairbanks, **KFIF (TV)** (2), 7/1/53—Dec. '53.

HAWAII

Honolulu, **KABS (TV)** (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

ACTIONS OF FCC

Aug. 27 through Sept. 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synehronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	†123
Total on air	2,466	578	†224
CPs not on air	122	21	284
Total authorized	2,588	599	508
Applications in hearing	81	0	112
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	3	0
CPs deleted in July	2	1	3

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.

* * *

AM and FM Summary through Sept. 2

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,478	2,465	146	251	79
FM	578	549	54	9	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	161	264	425
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	168	60	228
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	825	337	650	511	1,161[2]
Educational	50		24	26	50[3]
Total	875	337	674	537	1,211[4]

[1] **Eleven CPs (2 vhf, 9 uhf) have been returned.**
[2] **One applicant did not specify channel.**
[3] **Includes 20 already granted.**
[4] **Includes 440 already granted.**

* * *

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

New TV Stations . . .

ACTIONS BY FCC

Columbus, Ga.—Columbus Bcstg. Co., granted vhf Ch. 4 (66-72 mc); ERP 26.9 kw visual, 14.5 kw aural; antenna height above average terrain 364 ft., above ground 360 ft. Estimated construction cost $237,482.91, first year operating cost $200,000, revenue $250,000. Post office address 1350 13th Ave., Columbus. Studio and transmitter location 1350 13th Ave. Geographic coordinates 32° 28' 20" N. Lat., 84° 58' 26" W. Long. Transmitter and antenna GE. Legal counsel, Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include **The R. W. Page Corp.** (WGBA-AM-FM Columbus) (51%), publisher of *Ledger-Enquirer* and *Bradenton Herald*, Columbus; President **J. W. Woodruff Jr.**, 10% owner of WGPC Albany, Ga.; and **J. W. Woodruff Sr.**, owner of WATL Atlanta, Ga., and 90% owner of WGPC. The Woodruffs owns 49% jointly. WGPA dismissed its own Ch. 4 bid earlier. Grant is on condition The R. W. Page Corp. divests itself of all interests in WGBA. Granted Aug. 26; announced Aug. 27.

Bay City, Mich.—North Eastern Michigan Corp. granted vhf Ch. 5 (76-82 mc); ERP 49 kw visual, 28.8 kw aural; antenna height above average terrain 420 ft., above ground 447 ft. Estimated construction cost $240,558, first year operating cost $300,000, revenue $350,000. Post office address 814 Adams St., Bay City. Studio location to be determined. Transmitter location Tuscola Rd., 700 ft. S of southern city limits of Bay City. Geographic coordinates 43° 35' 04" N. Lat., 83° 51' 36" W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Jansky &

Bailey [illegible], Washington. Principals include President James Gerity Jr. (66⅔%), owner WABJ Adrian, Mich., and WGRO Bay City, Mich.; Saginaw Bestg. Co. (WSAM-AM-FM Saginaw, Mich.) (33⅓%), Vice President Milton L. Greenbaum, president and 66% stockholder WSAM, and Secretary-treasurer O. William Myers, vice president WGRO and WABJ. Grant is on condition that Gerity surrender his authorization for WGRO. Bay Bestg. Co., which dismissed its competitive application for Ch. 5, obtains a five year option to purchase 40% interest for $120,000. Filed Sept. 1 and granted Sept. 2.

APPLICATION

Miami, Fla.—Storer Bestg. Co. [WAGA-AM-FM-TV Atlanta, Ga.; WGBS-AM-FM Miami, Fla.; WSPD-AM-FM-TV Toledo, Ohio; WJBK-AM-FM-TV Detroit, Mich.; WWVA-AM-FM Wheeling, W. Va.; KEYL (TV), KABC San Antonio, Tex.; WRBC-AM-TV Birmingham, Ala.], uhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158.5 kw aural; antenna height above average terrain 963 ft., above ground 994 ft. Estimated construction cost $1,393,187.20, first year operating cost $780,000, revenue $1,000,000. Post office address 199 Pierce St., Birmingham, Mich. Studio location to be determined. Transmitter location Honeyhill Rd., 0.35 mile off Rt. 441. Geographic coordinates 25° 57' 27" N. Lat., 80° 12' 43" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President George B. Storer (71.6%) and Vice President and Treasurer J. Harold Ryan (10.87%). Filed Aug. 31.

APPLICATIONS AMENDED

Fresno, Calif.—KARM, The George Harm Station amends application for new TV station on vhf Ch. 12 to specify President Hattie Harm (50%), Vice President and Secretary Clyde F. Coombs (50%) and Treasurer G. A. Jertberg; antenna height above average terrain to 2,000 ft.; transmitter location to Bald Mt., Twp. 10, Fresno; studio location as 1339 Van Ness St., Fresno. Filed Aug. 7.

Detroit, Mich.—Booth Radio & TV Stations Inc. (WJLB) amends application for uhf Ch. 50 to change ERP to 171 kw visual and 92.2 kw aural; correct geographical coordinates to 42° 24' 22" N. Lat., 83° 06' 44" W. Long.; antenna height above average terrain 466 ft. Filed Aug. 19.

Detroit, Mich.—Knight Newspapers Inc. amends application for uhf Ch. 62 to change ERP to 278 kw visual and 144 kw aural. Filed Aug. 21.

Cape Girardeau, Mo.—Hirsch Bestg. Co. amends application for vhf Ch. 12 to change ERP to 316 kw visual and 158 kw aural; change transmitter location to on U. S. Hwy. 61, about 3 miles NW of Cape Girardeau; antenna height above average terrain to 916.5 ft. Filed Aug. 21.

Manchester, N. H.—Radio Voice of N. H. Inc. (WMUR) amends application for vhf Ch. 9 to change ERP to 148 kw visual and 89 kw aural; antenna height above average terrain to 1,022 ft. Filed Aug. 26.

Camden, N. J.—South Jersey Bestg. Co. (WKON) amends application for uhf Ch. 17 to change ERP to 102.7 kw visual and 55.5 kw aural; studio location to be determined. Camden. Filed Aug. 19.

Endicott, N. Y.—Ottaway Stations Inc. (WENE) amends application for uhf Ch. 40 to change antenna height above average terrain to 888 ft. Filed Aug. 19.

Salem, Ore. — Oregon Radio Inc. (KSLM) amends application for new TV station on vhf Ch. 3 to specify L. C. McCormick as secretary-treasurer. Filed Aug. 11.

Philadelphia Pa.—Daily News TV Co. (WIBG) amends application for uhf Ch. 23 to change ERP to 1000 kw visual and 501 kw aural; change description of transmitter location as Limekiln Pile and Cheltenham Ave., Cheltenham Twp., Pa.; antenna height above average terrain 640 ft. Filed Aug. 19.

Waco, Tex.—Waco TV Corp. amends application for vhf Ch. 11 to change ERP to 54.2 kw visual and 29.2 kw aural; antenna height above average terrain 512 ft. Filed Aug. 19.

Waco, Tex.—KWTX Bestg. Co. (KWTX) amends application for vhf Ch. 11 to change ERP to 104.3 kw visual and 52.2 kw aural; antenna height above average terrain 523 ft. Filed Aug. 21.

Madison, Wis.—Radio Wisconsin Inc. (WISC) amends application for new TV station on vhf Ch. 3 to specify President Ralph M. Immell (17.3%), engineering; Vice President Russell A. Nelson (5%), building construction; Secretary Ralph R. O'Connor (5%); Treasurer H. Kenneth Harley (5%), investment securities. Evening Telegram Co. retains 34.8% interest. Filed Aug. 7.

APPLICATIONS DISMISSED

Waterloo, Iowa — Josh Higgins Bestg. Co. (KXEL) granted dismissal of bid for new TV station on vhf Ch. 7 at request of attorney. Dismissed Sept. 1.

Des Moines, Iowa — Independent Bestg. Co. (KIOA) granted dismissal of its bid for new TV station on vhf Ch. 13 at request of attorney. Dismissed Sept. 1.

Bay City, Mich.—James Gerity Jr. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed Sept. 1.

Bay City, Mich.—Bay Bestg. Co. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed Sept. 1.

Bay City, Mich.—Saginaw Bestg. Co. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed Sept. 1.

Providence, R. I.—Hope Bestg. Co. granted dismissal of bid for new TV station on vhf Ch. 12 at request of attorney. Dismissed Sept. 1.

Providence, R. I.—Greater Providence Bestg. Co. granted dismissal of bid for new TV station on vhf Ch. 12 at request of attorney. Dismissed Sept. 1.

Sheboygan, Wis.—WHBL Inc. (WHBL) granted dismissal of bid for new TV station on uhf Ch. 59 at request of attorney. Dismissed Sept. 1.

Existing TV Stations . . .

ACTIONS BY FCC

KJEO (TV) Fresno, Calif.—J. E. O'Neill granted STA to operate commercially on uhf Ch. 47 for the period ending Dec. 8. Granted Aug. 27; announced Sept. 1.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. granted modification of CP for uhf Ch. 17 to change ERP to 162 kw visual and 89.1 kw aural; change type of antenna to directional; antenna height above average terrain 730 ft. Granted Aug. 25; announced Sept. 1.

WTCN-TV Minneapolis, Minn.—Minnesota TV Public Service Corp. granted STA to operate commercially on vhf Ch. 11 for the period ending March 2, 1954. Granted Aug. 25; announced Sept. 1.

WMIN-TV St. Paul, Minn.—WMIN Bestg. Co. granted STA to operate commercially on vhf Ch. 11 for the period ending March 2, 1954. Granted Aug. 28; announced Sept. 1.

KSTM-TV St. Louis, Mo.—Broadcast House Inc. granted STA to operate commercially on uhf Ch. 36 for the period ending Jan. 19, 1954. Granted Aug. 25; announced Sept. 1.

KHQA-TV Hannibal, Mo. — Lee Bestg. Inc. granted STA to operate commercially on vhf Ch. 7 for the period ending Feb. 24, 1954. Granted Aug. 21; announced Sept. 1.

KTVQ (TV) Oklahoma City, Okla.—Republic TV and Radio Co. granted modification of CP for uhf Ch. 25 to change ERP to 275 kw visual and 144 kw aural; studio location to 18th St. and Classon Blvd.; transmitter location to First National Bank Bldg., Oklahoma City. Granted Aug. 28; announced Sept. 1.

WNOK-TV Columbus, S. C.—Palmetto Radio Corp. granted STA to operate commercially on uhf Ch. 67 for the period ending Feb. 28, 1954. Granted Aug. 25; announced Sept. 1.

WJHL-TV Johnson City, Tenn.—WJHL Inc. granted STA to operate commercially on vhf Ch. 11 for the period ending Sept. 28. Granted Aug. 27; announced Sept. 1.

WHBQ-TV Memphis, Tenn.—Harding College granted STA to operate commercially on vhf Ch. 13 for the period ending Dec. 30. Granted Aug. 26; announced Sept. 1.

KRBC-TV Abilene, Tex.—Reporter Bestg. Co. granted STA to operate commercially on vhf Ch. 9 for the period ending Jan. 1, 1954. Granted Aug. 25; announced Sept. 1.

APPLICATIONS

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Arkansas Inc. seeks modification of CP for uhf Ch. 23 to change ERP to 16.4 kw visual and 8.8 kw aural; change transmitter location to Southeast corner of Lee Ave. & McKinley St., Little Rock; antenna height above average terrain 618 ft. Filed Aug. 21.

KJEO (TV) Fresno, Calif.—O'Neill Bestg. Co. seeks modification of CP for uhf Ch. 47 to change ERP to 185.7 kw visual and 100.2 kw aural; change transmitter location to 4 miles W of Pine Ridge, Meadow Lake, Calif.; antenna height above average terrain 1,789 ft. Filed Aug. 28.

KTTV (TV) Los Angeles, Calif.—KTTV Inc. seeks CP for vhf Ch. 11 to change ERP to 134.5 kw visual and 70 kw aural; antenna height above average terrain 2,939 ft. Filed Aug. 28.

KKTV (TV) Colorado Springs, Colo.—TV Colorado Inc. seeks modification of CP for vhf Ch. 11 to change ERP to 261 kw visual and 131 kw aural; antenna height above average terrain 1,722 ft. Filed Aug. 24.

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. seeks modification of CP for uhf Ch. 21 to change ERP to 18.4 kw visual and 10 kw aural; antenna height above average terrain 228 ft. Filed Aug. 28.

WKZO-TV Kalamazoo, Mich.—Fetzer Bestg. Co. seeks modification of CP for vhf Ch. 3 to change ERP to 100 kw visual and 50 kw aural; change description of transmitter location to 42° 24' 57" N. Lat., 85° 31' 49" W. Long.; antenna height above average terrain 1,000 ft. Filed Aug. 25.

WKNY-TV Kingston, N. Y.—Kingston Bestg. Corp. seeks modification of CP for uhf Ch. 66 to

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

WLW-C

Columbus' dynamic TV station

. . . with central Ohio's only Client Service Department to "plus" your advertising

change to 21.2 kw visual and 11.5 kw aural; change studio and transmitter location to State Hwy. 9W, S of Kingston; antenna height above average terrain 616 ft. Filed Aug. 26.

KCJB-TV Minot, N. D.—North Dakota Bcstg. Co. seeks modification of CP for vhf Ch. 13 to change ERP to 23.1 kw visual and 11.56 kw aural. Filed Aug. 28.

WJHL-TV Johnson City, Tenn.—WJHL Inc. amends application for vhf Ch. 11 to change ERP to 316 kw visual and 158 kw aural; antenna height above average terrain 716 ft. Filed Aug. 24.

WOKY-TV Milwaukee, Wis. — Bartell Bcstrs. Inc. (WOKY) seeks modification of CP for uhf Ch. 19 to change ERP to 18.2 kw visual and 9.85 kw aural; transmitter location to 5407 W. Martin Drive, Milwaukee; antenna height above average terrain 414 ft. Filed Aug. 21.

New AM Stations . . .

APPLICATIONS

Redding, Calif.—Irving James Schwartz, William Stephen George and John Matranga d/b as Capitol Radio Enterprises (KGMS Sacramento), 1230 kc, 250 w unlimited. Estimated construction cost $12,901.12, first year operating cost $50,000, revenue $75,000. Principals in the general partnership are employees of KGMS. Post office address % Irving J. Schwartz, KGMS Hotel Senator, Sacramento, Calif. Filed Aug. 13.

Levittown-Fairless Hills, Pa. — Drew J. T. O'Keefe, Jack J. Nash and William F. Waterbury, 1490 kc, 250 w daytime. Estimated construction cost $12,600, first year operating cost $70,000, revenue $80,000. Principals in partnership are **Drew J. T. O'Keefe** (60%), former special assistant to Attorney General; **Jack J. Nash** (20%), station representative WIP Philadelphia, and **William K. Waterbury** (20%), NBC technical director in TV engineering. Post office address 1518 Walnut St. Filed Aug. 11.

Martinsville Va.—Macklenburg Bcstg. Corp., 1370 kc 500 w daytime. Estimated construction cost $9,250, first year operating cost $36,000, revenue $48,000. Principals include President **John W. Shultz** (49%), Vice President **Philip F. Hedrick** (49%), chief engineer WSJS-AM-FM Winston-Salem, N. C., Secretary-Treasurer **Ruth M. Shultz** (1.0%) and **Elizabeth D. Hedrick** (1.0%). Post office address 607 Mulberry St., Martinsville, Va. Filed Aug. 12.

Plymouth, Wis.—Arthur J. Gerber, Harold G. Steinke, Clair G. Burrill and Willard C. Fischer d/b as Eastern Wisconsin Bcstg. Co., 1420 kc, 500 w daytime. Estimated construction cost $13,976.17, first year operating cost $30,000, revenue $41,000. All principals in the general partnership are local businessmen. Post office address P. O. Box 147, Plymouth. Filed Aug. 12.

APPLICATIONS AMENDED

Winter Park, Fla.—Orange County Bcstrs. Inc. amends application for new AM station on 1440 kc, 1 kw daytime to specify 1600 kc. Filed Aug. 17.

Vero Beach, Fla. — Indian River Bcstg. Co. (WIRA Ft. Pierce, Fla.) amends application for permit for new AM station on 1490 kc, 100 w unlimited to specify studio location as 1825 14th Ave., Vero Beach. Filed Aug. 12.

Springhill, La.—Springhill Bcstg. Co. amends application for new AM station on 1300 kc, 1 kw daytime to change frequency to 1460 kc. Filed Aug. 21.

Jefferson City, Mo.—Jerrell A. Shepherd amends application for new AM station on 950 kc, 1 kw daytime to change name to Empire Bcstg. Co. and to change power to 5 kw. Filed Aug. 21.

Alton, Mo.—Robert Neathery amends application for modification of CP (to change transmitter location from Alton, Mo., to Thayer, Mo., and specify main studio location in West Plains, Mo.) to change CP for new AM station at Thayer, Mo., and change studio location from on State Route 14 & 80, NE of West Plains, Mo., to on U. S. Hwy. 63, 1 mile N of Thayer, Mo. Filed Aug. 17.

Lawton, Okla.—Boyd Kelley tr/as Lawton Bcstg. Co. amends application for CP for new AM station on 1050 kc, 250 w daytime to change transmitter location to South Side of East Gore Blvd., extended, 2.8 miles E of C.R.I. and Pacific RR, Lawton, Okla., and change name to Lawton Bcstg. Co., a corporation. Filed Aug. 17.

Darlington, S. C.—Frank A. Hull tr/as Darlington Bcstg. Co. amends application for new AM station on 590 kc, 500 w daytime to change to 1350 kc. Filed Aug. 21.

Existing AM Stations . . .

APPLICATIONS

KGU Honolulu, Hawaii—Advertiser Pub. Co. seeks CP to change from 760 kc $2^1/_2$ kw limited time to 740 kc, 5 kw unlimited. Filed Aug. 12.

WIZZ Streator, Ill.—Streator Bcstg. Co. seeks modification of CP to make changes in directional antenna. Filed Aug. 28.

KCIM Carroll, Iowa—Carroll Bcstg. Co. seeks CP to make changes in daytime directional antenna pattern. Filed Aug. 17.

WKMI Kalamazoo, Mich.—Steere Bcstg. Corp. seeks CP to increase daytime power from 1 kw to 5 kw and change from directional antenna night to directional day and night. Filed Aug. 17.

WCBI Columbus, Miss.—Birney Imes Jr. seeks CP to change from 1340 kc, 250 w to 550 kc, 550 w night, 1 kw day, directional day and night. Filed Aug. 17.

KOKO Warrensburg, Mo.—Clinton Bcstg. Co. seeks modification of CP to change transmitter location to 0.29 mile N of junction of Hwys. 13 and 50 and studio location to 221 N. Holden St., Warrensburg. Filed Aug. 18.

WLNH Laconia, N. H.—Northern Bcstg. Corp. seeks CP to change from 1340 kc, 250 w to 1350 kw 1 kw directional day and night. Filed Aug. 19.

WROW Albany, N. Y.—Hudson Valley Bcstg. Co. seeks modification of license to change main studio location to Glenwood Rd., 1.4 miles NE of city limits of Albany. Filed Aug. 20.

WMNE Menominie, Wis.—Menominie Bcstg. Co. seeks CP to increase power from 500 w to 1 kw. Filed Aug. 18.

APPLICATIONS AMENDED

KIFN Phoenix, Ariz. — Western Bcstg. Co. amends application for modification of CP (to change from 250 w daytime to 1 kw unlimited, directional night) to change nighttime directional pattern and install directional daytime. Filed Aug. 25.

WNOW York, Pa.—H. J. William, M. E. Cousler and Lowell W. Williams d/b as Helm Coal Co. amends application for CP (to change from 1250 kc, 1 kw daytime to 1600 kc, 1 kw unlimited, directional night) to specify 1250 kc, 1 kw daytime and change transmitter location. Filed Aug. 20.

APPLICATION DISMISSED

WKBS Oyster Bay, N. Y.—Key Bcstg. System Inc.—FCC dismissed application for CP to change power to 250 w from local sunrise to $1^1/_2$ hours after sunrise and $1^1/_2$ hours before local sunset to sunset and 1 kw from $1^1/_2$ hours after local sunrise to $1^1/_2$ hours after local sunset. Dismissed Aug. 10.

New FM Stations . . .

APPLICATIONS

Deland, Fla.—John B. Stetson University seeks new FM station on Ch. 239 (95.7 mc) with power of 8.55 kw and antenna height above average terrain 290 ft. Filed Aug. 24.

Moscow, Idaho—Associated Students of University of Idaho seeks new FM station on Ch. 20 (89.1 mc) with power of 10 w. Filed Aug. 13.

Existing FM Stations . . .

ACTION BY FCC

WJHL-FM Johnson City, Tenn.—WJHL Inc. granted modification of CP to change ERP to 8.1 kw; change transmitter location to Tanner Knob, off 400 block of E Market St.; studio location to 143 W. Main St., Johnson City; antenna height above average terrain 662 ft. Granted Aug. 28; announced Sept. 1.

Ownership Changes . . .

ACTIONS BY FCC

KWKW-AM-FM Pasadena, Calif. — Southern California Bcstg. Co. granted voluntary assignment of license to Marshall S. Neal and Edwin Earl d/b as Southern California Bcstg. Co. through sale of $33^1/_3$% interest by M. B. Buhlig individually and as personal representative of Paul Buhlig, for $32,750. Mr. Neal will now own $83^1/_3$% interest. Granted Aug. 28; announced Sept. 1.

Sacramento, Calif.—Ashley L. Robeson and Frank E. Hurd d/b as Cal Tel Co. granted voluntary assignment of CP for uhf Ch. 40 to Capitol City TV Corp. Each partner retains 50% interest. Granted Aug. 26; announced Sept. 1.

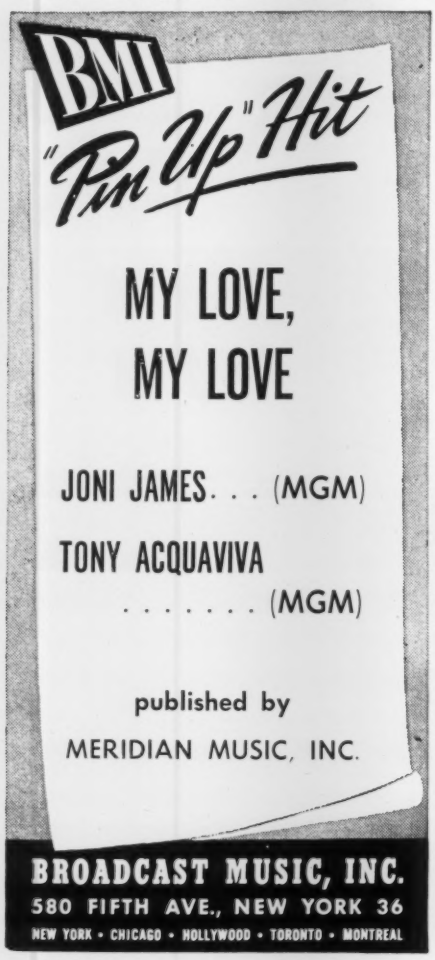
WMOC Covington, Ga.—Covington News Inc. granted voluntary assignment of CP (which authorized change from 1490 kc, 250 w unlimited to 1430 kc, 1 kw daytime) to WMOC Inc. CP was inadvertantly omitted from assignment of license granted July 15 (B•T, July 20). Granted Aug. 20; announced Sept. 1.

KIUL Garden City, Kan.—Telegram Pub. Co. granted voluntary assignment of license to KIUL Inc. No consideration involved as both companies are subsidiaries of Hutchinson Pub. Co. Principals are President John P. Harris (36.5%), Secretary-Treasurer Sidney F. Harris (31.5%) and Vice President Sue C. Harris (10.7%). Granted Aug. 27; announced Sept. 1.

WARC Rochester, N. Y.—WARC Inc. Granted transfer of control to Star Bcstg. Co. (WGVA) Geneva, N. Y., by sale of stock for $105,000. Principals of Star are President Maurice R. Forman (71.59%), owner of Bean Adv. Enterprises; Vice President Thomas L. Brown (11.84%); Secretary R. Carlton Green (4.73%), and Edward Minden (11.84%), New York City real estate broker. Granted Aug. 26.

WSSC Sumter, S. C.—J. A. Gallimore and Hugh H. Wells d/b as Radio Sumter granted voluntary assignment of license to Radio Sumter Inc. No consideration is involved as transfer is from partnership to corporation with each partner maintaining 50% interest. Granted Aug. 24; announced Sept. 1.

WFBC-AM-FM Greenville, S. C.—Greenville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News-Piedmont Co. granted voluntary assignment of license to its wholly owned subsidiary Blue Ridge Radio Corp. Principals include President Roger C. Peace, Vice President Charlie Peace and Secretary-Treasurer J. Kelly Sisk. Granted Aug. 28; announced Sept. 1.

KDET Center, Tex.—Center Bcstg. Co. granted voluntary assignment of license to Tom E. Foster and Tolbert E. Foster d/b as Center Bcstg. Co. through purchase by Tolbert E. Foster of 10% interest from Robert Jackson Bell for $3,828.10 and 5% interest from Harlan E. Riley for $1,914.05. Tolbert E. Foster will now own 40%; Tom E. Foster owns 60%. Granted Aug. 28; announced Sept. 1.

KGAF Gainesville, Tex.—Gainesville Bcstg. Co. granted voluntary relinquishment of control through transfer of 15 shares of stock by Joe M. Leonard Sr. to Joe M. Leonard Jr. and Earl Leonard. No consideration for 5 shares given to each son. Earl Leonard purchases 5 additional shares for $1,000. Principals are President Joe M. Leonard Sr. (41.2%), Vice President Earl Leonard (29.4%) and Secretary-Treasurer Joe M. Leonard Jr. (29.4). Granted Aug. 27; announced Sept. 1.

APPLICATIONS

KXOB Stockton, Calif.—KXOB Inc. seeks voluntary transfer of control Clem J. Randeau to Joseph E. Gamble through sale of all stock for $67,500. Price includes $25,000 cash and obligations totaling $42,500. Mr. Gamble, operator of KCMJ Palm Springs, Calif., is brother of Theodore R. Gamble, theatre operator and principal in KOIN-AM-TV Portland, Ore.; KJR-AM-TV Seattle, Wash. and KLZ-AM-TV Denver. Filed Aug. 13.

KRPL Moscow, Idaho—Interstate Radio Inc. seeks voluntary assignment of license to Roy Anderson tr/as Latah County Broadcasters for $47,250. Mr. Anderson is self-employed as a writer, editor and publisher. Filed Aug. 10.

WJJD Chicago, Ill.—WJJD Inc. seeks voluntary assignment of license to Plough Bcstg. Co. for $900,000. Plough Bcstg. is subsidiary of Plough Inc., drug and cosmetic manufacturer. Principals include President Abe Plough, Executive Vice President Harold R. Krelstein, president of WMPS Memphis, subsidiary of Plough Inc., Vice President Harry B. Solmson and Secretary-Treasurer Charles A. Harrelson. Filed Aug. 7.

KOAM-AM-TV Pittsburg, Kan. — Pittsburg Bcstg. Co. seeks assignment of CP to Mid-Continent Telecasting Inc. for $20,000 which represents aggregate engineering, legal and other miscellaneous expenses incurred with application of CP to be assigned. KOAM retains 66⅔% interest and Joplin Globe Pub. Co. will own 33⅓%. Principals include President E. V. Baxter, president and 50% stockholder KOAM; Vice President Lester Lee Cox, vice president and 12½% stockholder KOAM, vice president, 49.5% stockholder KCMO Kansas City, Mo., 49.9% stockholder KWTO Springfield, Mo.; and Treasurer Mrs. E. V. Baxter, secretary KOAM. Filed July 9.

WFGM Fitchburg, Mass. — Wachusett Bcstg. Corp. seeks voluntary transfer of control of licensee corporation to Francis D. Edes, Martha M. Edes, Donald L. Coleman Jr., Albert E. Keleher Jr. and David Myers, through sale by Ansel E. Gridley of 15,200 shares of stock for $15,200. Mr. & Mrs. Edes purchase 770 shares and Myers purchases 750 shares. No one party will have control. Filed Aug. 10.

WFUR Grand Rapids, Mich.—Furniture City Bcstg. Corp. seeks voluntary transfer of control to Mary & William Kupier Sr. and William E. Kupier through sale of 400 shares of treasury stock to William E. Kupier for $1,000. Kupier family will now own 52.9% interest. Filed Aug. 10.

WPAT Paterson, N. J.—North Jersey Bcstg. Co. seeks voluntary acquisition of control by Union Building and Investment Co. through sale of 50% in Druwald Inc. by James P. Walden and First National Bank and Trust Co., Trustees. Druwald Inc. is parent corporation of *Passaic Daily News*, which in turn is parent of licensee. Considerations to be determined by appraisers. Filed Aug. 13.

WCLI-AM-FM Corning, N. Y.—Elmira-Corning Bcstg. Corp. seeks assignment of license to Radio Corning Inc. for $35,000. Principals are President Gordon M. Jenkins (23.1%), WCLI station manager, Secretary-Treasurer George P. Droelle (23.1%), WCLI program director and Vice President Rudolph M. Ochs (4.1%), insurance. Filed Aug. 11.

WNNC Newton, N. C.—Charles C. Turner tr/as Newton-Conover Bcstg. Co. seeks voluntary assignment of license to John C. Greene and R. H. Whiteside d/b as Southern Radiocasting Co. (WKMT King Mt., N. C.) for $45,000. Each partner has 50% interest. Filed Aug. 4.

WJEL Springfield, Ohio—Champion City Bcstg. Co. seeks voluntary transfer of control to George R. Walker through sale of 50% interest by Chester R. Hinkle for $1,000. Mr. Walker will now own 100%. Filed Aug. 5.

KISD Sioux Falls, S. D.—KISD Inc. request voluntary acquisition of negative control by Verl K. Thomson through purchase of 5.9% of stock from other stockholders. Principals include Vice President and general manager Verl K. Thomson (50%), formerly 44.1%, President H. R. Alton (16⅔%), Vice President F. C. Walkup (16⅔%) and Secretary H. L. Dibble (16⅔%). Filed July 24.

WISC-AM-FM Madison, Wis.—Radio Wisconsin Inc. Morgan Murphy, Elizabeth B. Murphy and Evening Telegram Co. seek voluntary transfer of control through corporate reorganization setting up a voting trust. Ralph M. Immell purchases 5.9% interest for $4,211.37; Ralph R. O'Connor purchases 5% interest for $3,518.75; and George H. Johnson purchases 2.5% interest for $1,759.37. Evening Telegram Co. retains 34.8% interest. Purchasers have option of re-selling stock to Evening Telegram Co. in the event licensee's application for vhf Ch. 3 in Madison is denied. If TV application is granted each purchaser will pay additional consideration per share of stock. Filed Aug. 12.

Hearing Cases . . .

FINAL DECISION

Jackson, Miss.—New TV, vhf Ch. 3. FCC by order made effective immediately hearing examiner's initial decision granting application of Lamar Life Bcstg. Co. (WJOX) for new TV station on vhf Ch. 3 in Jackson. Action Aug. 26; announced Aug. 27.

OTHER ACTIONS

Corpus Christi, Tex.—FCC by order granted motion of KSIX to strike issue relating to its technical qualification in the order designating for hearing its application and those of Superior TV Inc. and KEYS for new TV station on vhf Ch. 10 in Corpus Christi. Action Aug. 26; announced Aug. 27.

New Orleans, La.—TV Allocation. FCC by memorandum opinion and order denied petition of July 3 by WWEZ New Orleans requesting that rule-making proceedings be instituted to make vhf Ch. 8 in New Orleans, now reserved for noncommercial educational use, available to commercial applicants. Comments on the above proposal may be filed on or before Sept. 30. Action Aug. 26; announced Aug. 27.

Duluth, Minn.—Superior, Wis.—TV Allocation. FCC initiated rule making proceedings on petition of Aug. 21 by WEBC Duluth, Minn., to delete vhf Ch. 12 from Brainard, Minn. and Iron River, Mich. and assign that channel to Duluth, Minn.-Superior, Wis. and substitute uhf Ch. 37 at Brainard and uhf Ch. 33 to Iron River. Comments on the above proposal may be filed on or before Sept. 30. Action Aug. 26; announced Aug. 27.

Virginia, Minn.—TV Allocation. FCC initiated rule making proceedings on petition of Aug. 13 by Carl Bloomquist, Eveleth, Minn. to delete vhf Ch. 10 from Hibbing, Minn. and Hancock, Mich. and assign same to Virginia, Minn. and Larium, Mich. As alternative to deletion of vhf Ch. 10 from Hancock without a substitute channel, Bloomquist suggests that vhf Ch. 13 be deleted from Calumet, Mich. and assigned to Hancock. Comments on the above proposal may be filed on or before Sept. 30. Action Aug. 26; announced Aug. 27.

Duluth, Minn.—Superior, Wis.—TV Allocation. FCC by memorandum opinion and order denied petition of July 22 by WEBC Duluth, Minn. to assign vhf Ch. 10 to Duluth-Superior. Comments on the above proposal may be filed on or before Sept. 30. Action Aug. 26; announced Aug. 27.

Bristol, Va. Bristol, Tenn.—New TV, vhf Ch. 5. FCC by memorandum opinion and order denied petition of March 5 by WCYB Bristol, Va. directed against WOPI Bristol, Tenn., requesting conditional grant of WCYB application for new TV station on vhf Ch. 5 pursuant to Sect. 1.385 (e); such denial without prejudice to renewal by WCYB should subsequent developments appear to warrant. Action Sept. 2.

Cincinnati, Ohio—New TV, uhf Ch. 74. FCC designated for hearing in Washington on Oct. 2 competitive applications of Gordon Bcstg. Co. and WNOP Newport, Ky. for new TV station on uhf Ch. 74 in Newport. Action Sept. 2.

Cleveland, Ohio—New TV, uhf Ch. 19. FCC designated for hearing in Washington on Oct. 2 competitive applications of WHK and WJW for new TV station on uhf Ch. 19.

Waverly, Ohio—Marjorie Ruth White. Comr. George E. Sterling granted request for dismissal without prejudice of application for new AM station on 1590 kc with 500 w-D. Dismissed Sept. 1.

Atlanta, Ga.—New TV, uhf Ch. 36. FCC denied petition of Board of Regents, Univ. System of Ga., for and on behalf of Ga. Inst. of Tech. for an extension of time in which to reply to Commission's letter of July 31, and designated for hearing its application and competitive application of Robert W. Rounsaville for new TV station on uhf Ch. 36 for hearing on Oct. 2 in Washington. Action Sept. 2.

Sioux City, Iowa—New TV, vhf Ch. 4. FCC designated for hearing in Washington on Oct. 2 competitive applications of KSCJ and KCOM for new TV station on vhf Ch. 4 in Sioux City. Action Sept. 2.

Scranton, Pa. — Scranton Bcstrs. Inc. Comr. George E. Sterling granted petition for dismissal without prejudice of its application for assignment of TV permit to MCL Corp. Dismissed Sept. 1.

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Routine Roundup . . .

August 26 Decisions

BY COMMISSION EN BANC

McFarland Letter

Parkersburg, W. Va.—Clarence E. Franklin being advised that his application for new station on 1400 kc with 100 w fulltime (BP-g indicates necessity of a hearing.

Extension Granted

KONA (TV) Honolulu, T. H.—Radio Honolulu Ltd. Granted request for extension of time fr Sept. 17 to Nov. 16 within which Island Bc Co. must dispose of its interest in KPOA Ho lulu in order to comply with condition to tran grant of June 3 for purchase of part interest KONA.

August 26 Applications

ACCEPTED FOR FILING

Renewal of License

KRPL Moscow, Idaho—Interstate Radio seeks renewal of license (BR-1699).

Extension Requested

WCPO-TV Cincinnati, Ohio—Scripps-How Radio Inc. resubmits application for mod. new TV station for extension of comple date to 5/1/54.

KROD-TV El Paso, Tex.—Roderick Bcstg. C seeks mod. CP new TV station for extensio completion date to 3/30/54.

WCHV-TV Charlottesville, Va.—Charles B ham Jr. et al seeks mod. CP for new TV sta for extension of completion date to 4/1/54.

August 27 Decisions

BY COMMISSION EN BANC

McFarland Letter

WIND-AM-TV Chicago, Ill., Johnson-Kenn Radio Corp.—Is being advised that applica (BTC-1484) to transfer control to WIND Inc., dicates necessity of hearing.

Extension of STA

Pursuant to order of Court of Appeals for District of Columbia Circuit dated Aug. 25, directing Commission "to extend the termina date" of existing temporary authorization Allentown Broadcasting Corp. to operate Sta WHOL Allentown, Pa., on 1230 kc, 250 w, time, Commission authorized that station to n tinue operation under its existing license spe cations until 12:00 midnight EST of 30th subsequent to final decision by Court in this (Docket 7179; BP-4212 and Docket 7180; BP-4

August 28 Applications

ACCEPTED FOR FILING

License to Cover CP

KLCN Blytheville, Ark., Harold L. Sudbu License to cover CP (BP-7515) as mod., wi authorized change in frequency and increase power. (BL-5099).

KWRF Warren, Ark., Pines Bcstg. Co.—Lic to cover CP (BP-8604) as mod., which author new station. (BL-5098).

KSON San Diego, Calif., KSON Bcstrs.—Lic to cover CP (BP-8897) which authorized ch in trans. location. (BL-5092).

KWRT Boonville, Mo., William R. Tedr License to cover CP (BP-8417) as mod., wi authorized new station. (BL-5097).

WOAI-TV San Antonio, Tex., Southland In tries Inc.—License to cover CP (BPCT-754) w authorized change in facilities of existing sta (BLCT-145).

KDYL-TV Salt Lake City, Utah, Intermoun Bcstg. & TV Corp.—License to cover CP (BMP 830) as mod., which authorized changes in fa ties of existing station. (BLCT-146).

Modification of CP

WEZB Homewood, Ala., Voice of Homewo Mod. CP (BP-7985) as mod., which author new station, for extension of completion d (BMP-6297).

WCOV-TV Montgomery, Ala., Capitol Bcst —Mod. CP (BPCT-822) as mod., which author new station, for extension of completion da March 1954. (BMPCT-1343).

KICU (TV) Salinas, Calif., Salinas-Monterey Co.—Mod. CP (BPCT-1466) which authorized station, for extension of completion date to 3/ (BMPCT-1346).

WKRC-TV Cincinnati, Ohio, Radio Cincin Inc.—Mod. CP (BPCT-905) as mod., which thorized change in existing station, for exten of completion date from 9/10/53. (BMPCT-134

WHUM-TV Summit Station, Pa., Eastern B

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Corp.—Mod. CP (BPCT-268) as mod., which authorized new station, for extension of completion date to 1/21/54. (BMPCT-1347).

Remote Control

Following stations request to operate transmitter by remote control:
KDMS El Dorado, Ark., Radio Station KDMS Inc. (BRC-158); WGVM Greenville, Miss., Cotton Belt Bcstg. Corp. of Miss. (BRC-157); WABZ Albemarle, N. C., Radio Station WABZ Inc. (BRC-156).

Renewal of License

Following stations request renewal of license: KERN Bakersfield, Calif., McClatchy Bcstg. Co. (BR-49); KBMX Coalinga, Calif., Pleasant Valley Radio Co. (BR-2581); KIEM Eureka, Calif., Redwood Bcstg. Co. (BR-818); WCOA Pensacola, Fla., WCOA Inc. (BR-434); WGIG Brunswick, Ga., Brunswick Bcstg. Corp. (BR-2322); WJKO East Longmeadow, Mass., Springfield Bcstg. Co. (BR-2386).

August 31 Applications

ACCEPTED FOR FILING

Amendment of CP

KFVD Los Angeles, Calif., J. Frank Burke Sr., Mabel S. Burke, W. Maxwell Burke, J. Frank Burke Jr. and Betty Jane Burke d/b as Standard Bcstg. Co.—CP to increase power from 6 kw to 10 kw and install new trans., amended to change names of applicant to J. Frank Burke Sr., Mabel S. Burke, Dorothy Lycan, Trustee for Estate of William Maxwell Burke, Deceased, Michael Burke, Gary Burke, Sheeley Burke, J. Frank Burke Jr. and Betty Jane Burke d/b as Standard Bcstg. Co. (BP-7193 amended).

Royal Oak Bcstg. Co., Houghton Lake, Mich.—CP for new AM station to be operated on 1290 kc with power of 1 kw and daytime hours of operation, amended to change name of applicant to Sparks Bcstg. Co. (BP-8922 amended).

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Help Wanted

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Immediate opening—assistant to manager of CBS Radio-TV combined operation. Good detail man experienced in radio programming and administration. Will handle AM-TV duties. Good Pennsylvania market. Rush resume to General Manager, WARD, Johnston, Pennsylvania.

Manager-salesman, 1 kw daytime station. Independent programming, must have car. Can earn better than $5,000 per year—salary and commission. If interested, write W. E. Farrar, Carrollton, Alabama.

Salesmen

Experienced, "radio-minded," local salesman for 50,000 watt western station. Excellent compensation plan. Send full details first letter to Box 673X, B•T.

Top sports director-salesman. One who can sell or help sell his own topnotch play-by-play games. Sober, dependable. Car necessary. Wire, write Box 698X, B•T.

Happy-go-lucky, yet conscientious salesman-announcer to manage remote studio 18 miles from station. 4,000 population. Good potential and guarantee to start. Iowa. Box 715X, B•T.

Commercial manager, 250 watt Mutual affiliate in small, good market. Send full details to Box 727X, B•T.

Salesmen. Golden opportunity. Excellent fall, winter business outlook. Need experienced, top salesman, but not phoney or high pressure man. Man who knows, loves and lives radio and knows media well enough to sell outstanding shows. Must be dependable, no drinker, but stable man who can become wheel in progressive merchandising-minded organization. Write, wire Box 735X, B•T.

Experienced salesman. Sober, steady, dependable. 250 Virginia network station. Good potential. Automobile necessary. Virgin territory for right man. Send complete resume first letter. Box 739X, B•T.

Salesman wanted. Immediate availability for an aggressive man looking for a good future in radio and television. One AM station and TV station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 752X, B•T.

Rural time salesman. 25% for tough, small town accounts. Car necessary. Current billing $1,800 with seasonal cancellations cutting to $1,000. Full particulars please. Box 758X, B•T.

Salesman needed. Proven sales experience. Advise background, salary requirement. Guarantee against 15%. Box 759X, B•T.

Salesman-announcer. Need salesman with good voice. We'll teach you announcing. Excellent salary plus liberal commissions. Steady accounts at Kansas kw with bright future. Box 768X, B•T.

Immediate opening, salesmen. Guarantee $100. weekly against 15 per cent commission. Car necessary. Send photo, references. KCHJ, P. O. Box 262, Delano, Calif.

Salesman—go-getter, not ad-taker. Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

Young man. Here's an opportunity to join a leading independent in the rich eastern Pennsylvania market. Sales experience not necessary if you really want to get into this end of the business. Must have some radio background. Guarantee plus car allowance. Our staff knows of this ad. Write Manager, WCOJ, Coatesville, Pa.

Help Wanted—(Cont'd)

We need a local salesman to work in this ideal southern city of 125,000. Looking for man between 30 and 40 with radio background who wants steady and good living from local sales. Apply only if you believe in radio. Write, with full details, WJXN, Box 786, Jackson, Miss.

Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000 watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Announcer. Experience not necessary. Must have suitable voice and willingness to work hard and learn. Good starting salary. Opportunity to advance. Send complete application letter. Box 625X, B•T.

We need a well-rounded newsman with emphasis on ability to cover local and area news. Voice is secondary. Man we want might be buried in a large news department and qualified to build his own department. He will supervise all newscasts and handle two or three personally. Also need experienced play-by-play sports announcer. Both positions permanent in aggressive 5000 watt station dominating the area. Box 644X, B•T.

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B•T.

Network station in large southeastern city offers excellent opportunity to man who can do morning show, disc shows, interviews and who can add imaginative efforts to our staff of network radio men. Good salary plus talent. Sales opportunity if desired. Write in confidence to Box 692X, B•T.

Looking for your big opportunity? News and pop music man wanted for 50 kw operation. Send audition to Box 720X, B•T.

Straight staff announcer. If you want a good job with a good station in a good single-station market, you'll want to investigate this one. Operate control. No transmitter duties. 40 hour week. Pay average or better for size of market and station. Old, established 250 watt network affiliate midwest. No coast applicants. No beginners. Send resume, no tape. Box 733X, B•T.

Immediate opening for staff announcer. 250 Virginia network. Send audition, resume and salary expected first letter. Box 740X, B•T.

Needed immediately. Good commercial voice capable of becoming chief announcer. Full details first reply and audition tape. Box 755X, B•T.

Experienced announcer with first class ticket Southeast, car necessary. Pay commensurate with experience and ability. Send tape and letter. Box 762X, B•T.

Announcer-salesman. Will teach you to sell. Real future with Kansas daytimer. Salary above average plus commissions. If ambitious and need more than announcer's salary, write Box 769X, B•T.

1st class combination man wanted. Start at $60.00 per week 40 hours. Raises regularly up to $84.50. Must have good voice. Send tape if interested. Future in television. KDRO, Broadcasting Station, Sedalia, Missouri. Union station.

Announcer-sports man. Immediate opening. Contact KHMO, Hannibal, Missouri.

Combination man with car. 5000 watt regional station. $75 a week. KJAY, Topeka, Kansas.

Experienced announcer-copywriter. KTNM, Tucumcari, New Mexico. Start $70. week.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Help Wanted—(Cont'd)

Capable, reliable, staff announcer with experience. Southerner preferred. $60.000 to start. hours. Must have automobile. Wire WC Tarboro, North Carolina, or phone 2192

Announcer for radio and TV. Must be presently employed with at least two years experience. Friendly style preferred. Send audition & photo to Manager, WEAU, Eau Claire, Wis.

WHNC, Henderson, North Carolina, needs immediately two experienced announcers. C salary, talent and overtime. Prefer those have worked in the south, but not essen Must be able to handle telephone quiz sh Send all details, Nathan Frank, WHNC, Henderson, North Carolina. Phone 7136.

Experienced announcer immediate opening. M good DJ, part-time sales, if desired. One th and watt daytime independent in central Flor Send tape, photo, complete information mediately. WIPC, Lake Wales, Florida

Immediate opening. Announcer with experie Permanent position. State background, sa requirements first letter. WMLT, Dublin, Ge gia.

Announcer wanted for morning trick. Rush information to Al Kahn, Program Direc WPKE, Pikeville, Kentucky.

New TV station allows us to staff 3 announc control room operators on dominant CBS re at radio. Send full information and audi immediately to Ralph Lewis, Production M ager, WTAD, Quincy, Illinois.

Announcers for expanding radio and televi operation. Prefer men from Virginia, North South Carolina. Do not apply unless you supply top references. Personal interview nec sary. Opening immediate. Contact Robert Ea Program Manager, WSJS, Winston-Salem, N Carolina.

Need experienced announcer. WTTR, West ister, Md.

Technical

Men with at least 10 years of electronic expe ence, preferably audio, with good mechan knowhow to install and maintain special audio devices. Will be traveling continually. M have driver's license. Transportation supp Good salary plus expenses. Send complete of experiences, references and enclose a pers snapshot. Photo will not be returned. Box 66 B•T.

Wanted—Central Penna. network affiliate ne engineer. Experience preferred, but not nec sary. Studio and transmitter combined. U scale wages and benefits. Write Box 704X, B•T

Engineer, first class phone. Experience prefer but not necessary. Write Harold Griffith, KE Box 1460, Corpus Christi, Texas.

Immediate opening for 1st engineer, preferr announcer. KIRX, Kirksville, Missouri.

Engineer with first phone for combination tra mitter and control, announcing helpful but essential. Pleasant living conditions on Ma land's eastern shore. Salary open. Contact P. Richards, WCEM, Cambridge, Maryland.

Immediate opening for first class operator announcing. Experienced man preferred. for 40 hours. WJPF, Herrin, Illinois.

First class licensed engineer and announce once. We pay $82.50 for 50 hours. WKNK, watt fulltime, Muskegon, Michigan.

Chief engineer, some announcing, 250 watt, d time independent on Gulf Coast. Immedi opening. WPMP, Pascagoula, Mississippi.

Wanted: engineer for AM-TV operation. U scale. Contact Wallace Wurz, Chief Engin WTVH, Peoria, Illinois.

Production-Programming, Others

Program and production assistant for southe ern 50 kw. Starting at $65 weekly with op tunity. Send qualifications, references, photo date available in first letter. Box 653X, B•T.

Program director-morning man, tops in both, be well compensated by alert western Penns vania kilowatt independent. Box 726X, B•T.

Working program director. Fill shifts-spe events. Daytimer, city 15,000. Send photo, particulars, background, references. Box 7 B•T.

News man. Experienced, topflight newsm wanted for permanent position requiring care reporting, good writing, editing and air w Salary open. Box 766X, B•T.

Radio copywriter for net affiliate. Good pay working conditions for experienced commer continuity writer. Enclose recent photo references. Some TV work soon. WBCK, Ba Creek, Michigan.

Help Wanted—(Cont'd)

Copywriter wanted immediately. Main emphasis on commercials, some announcing. Good pay and working conditions. Contact Norman Glenn, WJWL, Georgetown, Delaware, phone 2567.

News director: experienced man to pound news-beat, write and air local news. Some staff announcing. Good voice, personal stability and integrity essential. Top rated southern Illinois 1000 watt regional independent. Send complete resume to Ray Cheney, Manager, WMIX, Mt. Vernon, Illinois.

Television

Salesmen

New 100 kw VHF television station in southwest needs experienced TV salesman immediately. Give full details. State salary expected. Box 745X, B•T.

Announcers

AM-TV announcers wanted for new TV station in Peoria market. Immediate openings for two experienced men with news background. Send tape and photograph to Don Roper, WTVH-TV, 410 Fayette St., Peoria, Ill.

Technical

Immediate opening—assistant chief for maintenance and studio supervision. On the air in twenty days. Excellent salary. WTAP (TV) phone 77371, Parkersburg, West Virginia.

Production-Programming, Others

New 100 kw VHF television station in southwest needs program director, film editor, announcers. Give full details. State salary expected. Box 746X, B•T.

New Illinois TV station has opening for production man, preferably with middle market TV experience in its sales department. Interest in sales is only sales requisite. This job has sales manager potential. Salary commission. Write P. O. Box 470, Rockford, Illinois.

Situations Wanted

Managerial

Manager. 15 years in radio. Last position as manager of station that was only breaking even. Doubled the billing in one year. Native Texan seeking south Texas market. Box 725X, B•T.

Manager-sales manager. Long experienced radio, success record. Mature, good sales, fine appearance, character. Prefer south and medium to small market. Box 750X, B•T.

Need experienced manager? Best references. Vernon Ward, WUST, Bethesda, Maryland.

Salesmen

Salesman-sports announcer, now employed, desires change to settle with family in large market. Hillbilly personality. Knows radio—all phases. South only. Box 729X, B•T.

Announcers

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sports editor and program director. Available now. Box 714X, B•T.

Experienced announcer — network, independent. College, young, draft exempt. Desire permanent relocation. Tape, photo. Box 721X, B•T.

West—NBC trained announcer; six years experience; capable in programming. Presently employed by AM-TV station. Minimum $100. Top references. Box 723X, B•T.

Competent, versatile announcer. Married, excellent references. Any station California. Box 724X, B•T.

Announcer, experienced, operate control board. BA Degree in speech. Married. Desires position with fifty mile radius of Chicago. Excellent references. Draft exempt. Box 737X, B•T.

Announcer-newsman, three years experience Detroit stations. B. A. Radio, dramatics. AFRS Shanghai 1946. Single, 27. Good voice characterizations. Available. 100 mile radius New York City. Stuart Stahl. Box 738X, B•T.

Topflight all sports. Sportscaster seeks permanent position with sports-minded station. Baseball schedule ends Sept. Seventh. Available Sept. Sixteenth. All inquiries answered. Box 744X, B•T.

Situations Wanted—(Cont'd)

College education. 4½ years staff work. Favor news. Experienced copywriter. Want announcing opportunity with good operation. Large city, Rocky Mountain region preferred. 28 years old, single, Navy veteran. Employed 5 kw CBS. Write Box 741X, B•T.

Desirous change. Prefer east. Nine years present location. Highest Hooper. Individual morning personality. Married, veteran, dependable, conscientious. Way above average. Box 743X, B•T.

Twenty years experience. From local to 50 kw. From staff announcing, play-by-play thru operations manager. Want job with greater opportunity and future in TV, southeast or west. Age 36. Box 749X, B•T.

Fully qualified chief engineer topflight announcer smooth 10 years experience successfully handle any assignment engineering or announcing. Prefer west. Box 754X, B•T.

Announcer, cultured, mature voice, strong news, special features, ad-lib. Tape, disc on request. Box 756X, B•T.

Identical twins, fresh approach. Play-by-play sports our forte. Originality in DJ and interview shows. Tapes available upon request. Personal audition if desired. Box 760X, B•T.

Pleasing voice, clear, mature. Approximately one year experience including major network outlet. Single, 31, veteran; university background. Desire permanent staff announcing position, midwest. Charles May, 4001 Bell, Kansas City, Missouri. Phone Valentine 6755.

Excellent newscaster, five years experience. Staff work in top markets, now launching career as fulltime newsman. California, northern states, midwest, make offer. $100 week minimum. Box 763X, B•T.

Rhythm and blues DJ, news, jive specialty, 3rd phone, tape, married, will relocate, references. Box 765X, B•T.

Negro DJ, announcer, newsman, top personality, board, married vet, some experience. Well trained, tape available, versatile. James W. Byrd, 106-18 Ruscoe St., Jamaica 33, New York.

Announcer, young, light experience, strong news, commercials, DJ, travel. Tape, resume. Martin Bruh, 40 Ave. D, New York 9, New York.

All-round staff duties, strong on sports, play-by-play, personable DJ, control board, veteran, tape, Lenny Cane, 1444 43rd St., Brooklyn, New York. Gedney 6-0850.

Announcer: staff. Strong news, commercials. Single, vet. Experienced DJ, western and pops, sales, continuity. Jerry Dale, 323 Tuckahoe Rd., Yonkers, New York.

Announcer, young, single, draft exempt. Light experience. Ability plus strong potential, seeks permanent staff opportunity. Capable, news, commercials, DJ, third ticket, music background, tape, references. Larry Dent, 552, West 113th St., New York 25, New York.

Experienced announcer, excellent every phase news, sports, commercials, DJ. Steve Gary, 151-10 Jamaica Ave., Jamaica, New York.

Announcer, commercials, news, DJ, sports, board, write continuity, limited experience, veteran, tape. Ronald Hart, 82-29 Kent St., Jamaica, New York. JA 6-8225.

Announcer-disc jockey desires position. Good clear, rich, pleasing voice. Very friendly and easy to get along with people. Bob McGuine, 952 Lorimer St., Brooklyn, N. Y.

Gal announcer. Knowledge control board. Excellent voice. Strong commercials. Flair for reading and dramatics. Versatility plus. Tape on request. Mary Ann Varga, 140 East 31st St., New York, New York.

Announcer, young, versatile, limited experience, high potential, permanent station staff. News commercials, sports, DJ. Control board. Draft exempt. 3rd ticket. Travel, tape resume. Roy A. Williams, 15 Hackensack Ave., Ridgefield Park, New Jersey.

Announcer-engineer. First license, good voice, good commercial delivery. Experienced. Minimum $75.00. Box 215, Rushville, Nebraska or phone 286-J.

Technical

Experienced engineer wishes to relocate. Box 641X, B•T.

Chief engineer, 11 years experience AM-FM-TV. construction, installation, maintenance, remotes. TV experience with major network. Available September 15th. Box 722X, B•T.

Situations Wanted—(Cont'd)

First phone radio-TV school honor graduate. TV transmitter or studio work lease. Light experience. State hours and salary. Box 732X, B•T.

Experienced first phone. Colored. Available. J. Allen, Box 374, Laurinburg, N. C.

Due to merger chief engineer regional with 19 years experience all phases broadcasting available immediately, relocate anywhere, family man with best of references. Bill Atkinson, WGBA, Columbus, Georgia.

Position desired. First phone. Experienced, have car. Phone 59-9935. Delbert King, 122 N. 72nd St., Birmingham, Ala.

Engineer available immediately due to merger of two stations. Family man with six years broadcasting experience, excellent references, prefer Georgia or Florida. Duncan Mackiernan, 72 Forrestside Drive, Columbus, Georgia. Telephone 20080.

First phone, six years experience, available immediately. C. A. Terry, 220 E. State St., Savannah, Ga.

Production-Programming, Others

Newsman; 3 years experience; BJ degree. Polio victim in 1930. Car, braces, crutches, Box 631X, B•T.

Topflight news director. Wide experience in gathering and writing news, interviewing nationally prominent people. Desire position in metropolitan area. Best of references. Box 661X, B•T.

Looking for woman experienced in continuity, programming, production, administration? Proven success in air work, writing copy that sells, working under pressure, assuming responsibility. Northern location preferred. Box 675X, B•T.

Interested producing women's program—radio or TV. Background includes all media: theatre, radio, TV, films (N.Y.C.) production, writing and performing. Female, single, early thirties. Will relocate. Box 739X, B•T.

Thoroughly experienced copywriter and traffic manager. Some announcing. Prefer North or South Carolina. Presently employed. Box 742X, B•T.

Television

Managerial

Television experienced TD 15 years leading major network. In field over 20 years. Licensed; demonstrated executive ability. Excellent references. Reply Box 583X, B•T.

General manager, sales manager or combination of both; 14 years of sales and program experience. Have been in television since the first day of commercial telecasting. Would welcome personal interview so that an immediate decision can be made. Box 767X, B•T.

Salesmen

Topnotch salesman, 4 years successful advertising sales, wants TV opportunity. Energetic, personable. Missouri journalism. Veteran. Relocate. Box 686X, B•T.

Technical

Engineer desires position TV studio supervisor or TD, preferably new station. 3 years TV studio, remotes 1½ radio. 1st phone, presently employed. Prefer west coast. Box 747X, B•T.

Production-Programming, Others

Film operations program manager. Thorough experience with top company, write. Box 731X, B•T.

For Sale

Musak franchise in thriving midwestern city of 300,000. No competition. Reasonable down payment. Box 730X, B•T.

Stations

Southwest, 250 watt, fulltime network. Progressive solid community. Priced to sell. Selling because of health and other interests. Box 748X, B•T.

Television station, UHF, located in one of the fastest growing areas in the country. Full information will be given upon showing of interest and financial responsibility. Write Box 751X, B•T.

(Continued on next page)

XUM

For Sale—(Cont'd)

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

DuMont T 124-E dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 508X, B•T.

RCA FM pylon, 4-section heavy duty, type 14D. Designed for mounting TV antenna. Make offer. Box 667X, B•T.

200 foot Wincharger type 101 galvanized tower with lighting equipment and 250 watt tuning box available immediately. Radio Station WGGA, Gainesville, Georgia.

Western Electric 25B dual console with power supplies, Gates three wire tower lighting choke in weather proof housing, Western Electric metal weatherproof antenna coupling unit housing. Three, General Electric, 100 KVA, 2300/230/115 volt, oil filled transformers. This equipment is reasonably priced. Write Chief Engineer, WRRF, Washington, North Carolina.

Presto 6-N disc recorder with 1-D cutter. Like new condition. $450. W. Connor, 214 Vine Ave., Park Ridge, Ill.

Gray Telop II projector with five extra slides. Used three months. Available immediately. $1795.00 F. O. B. South Bend. Contact WSBT-TV, South Bend, Ind.

Forced sale: liquidated equipment of Radio Station WFDR, New York, in use two years. RCA, Presto, Fairchild, Scott, etc. Send for printed list to Gotham Recording Corp., 2 West 46th Street, New York 36, N. Y.

Wanted to Buy

Stations

Successful commercial manager wants to buy all or part and manage 250-500 watt upper midwest daytimer. Box 734X, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

250 watt AM transmitter. Late Model. Good condition. KULE, Ephrata, Washington.

One RCA, WE or GE console. Two RCA, ribbon mikes. Two RCA, 70C or 70D turntables. Reply by giving make, model, condition, time used. Dwight Associates, 1665 Milwaukee Avenue, Chicago.

Two 16" turntables suitable for student programming, also mikes. Pathfinder School of Radio, 737 11th St., N. W., Washington, D. C.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous (Cont'd)

FCC first phone licenses in 4-weeks. Original course, long standing, reputable. Check Bill Ogden's display ad on this page.

Help Wanted

Announcers

MORNING MAN

Our topnotch man leaving due to illness. We are a red hot promotional station in the east and want to find the man who fits in to our bright future. Salary to go with ability plus free life insurance and other benefits. Send details and tape to 2008 John Hancock Bldg. Boston, Mass.

Technical

1st class engineer. **Chance to be promoted to chief engineer. We want an engineer with experience and one who wants to settle down. Station in central Illinois. *Box 764X, B•T.***

Television

TV STAFF POSITIONS

Available this fall at the COMMERCIAL TELEVISION STATION OF THE UNIVERSITY OF MISSOURI: announcer-producer, operations supervisor, cameraman, film editor. Contact Program Director, KOMU-TV, Columbia, Missouri.

Technical

Experienced engineers wanted immediately. Send resume, references in first letter. New station in Charleston, West Virginia — WKNA-TV.

Help Wanted—(Cont'd)

Experienced TV engineers } **WANTED IMMEDIATELY**

New station in sunny Florida. $65 per week. Resume, references first letter.

Box 690X, B•T

ENGINEER-SALES

TV transmitter proposals, foreign market, assistant to manager New York City office. State experience, language, and salary requirements to personnel dept.

R.C.A. International Division, 30 Rockefeller Plaza, N. Y. 20, N. Y.

Situations Wanted

Announcers

NEWSCASTER

Looking for someone to air fresh inspiring newscasts? If so, I'm your man. Ten years journalism experience. Three years radio experience with all four major radio networks. Good voice with authoritative delivery. College graduate. Navy veteran. Knows radio newscasting thoroughly. Would also be interested in TV. Reply Box 753X, B•T.

For Sale

Equipment, etc.

FOR SALE
RCA Field Sync Generator
GE Film Camera
Both nearly new.
Contact Chief Engineer
KGUL-TV
Galveston, Texas

Wanted to Buy

Equipment, etc.

Wanted to Buy! Television Equipment
½ to 5 kw Transmitter
450 foot tower and
6 bay radiator
All equipment adaptable for VHF high band
State condition, length of use and price for quick sale
Write Box 676X, B•T

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

General Manager Available

This is to announce the availability of **Walter M. Windsor** for employment in a managerial capacity in a radio-television operation that demands a man of thorough experience, creative ability, aggressive leadership, absolute integrity and complete loyalty.

Mr. Windsor has managed our station, WGBA-WGBA-FM in Columbus, Ga., for the past five years. He has been responsible for tremendous progress and achievement during that time.

He was scheduled to become general manager of both radio and television if and when our TV application was granted. In this connection he handled most of the details of our application and preparation for hearing. He acquired, as our representative, much valuable training and indoctrination in TV operation and management.

Due to a merger of our interest with the competing TV applicant, Mr. Windsor cannot be offered a position in the newly organized company to commensurate with his ability and standing. We are happy to recommend him to anyone needing a completely competent manager for either radio or TV, or both. He can be reached in care of our station through me personally.

A. H. Chapman, President — Radio Station WGBA

Columbus, Ga. — Phone: 3-3603

Modification of CP

KYTV (TV) Springfield, Mo., Springfield TV Inc.—Mod. CP (BPCT-800) which authorized new station, for extension of completion date to 9/12/53. (BMPCT-1355).

WTVN (TV) Columbus, Ohio, Pictures Waves Inc.—Mod. CP (BPCT-928) which authorized new station, for extension of completion date to 5/1/54. (BMPCT-1342).

Remote Control

Following stations request to operate transmitter by remote control:

WVIM Vicksburg, Miss., Radio Miss. Inc. (BRC-159); WANT Richmond, Va., United Bcstg. Co. of Va. (BRC-155).

Renewal of License

Following stations request renewal of license:

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah (BRCT-87); KPOC Pocahontas, Ark., Pocahontas Radio Inc. (BR-2600); KALI Pasadena, Calif., Consolidated Bcstg. Co. (BR-1184); KSTN Stockston, Calif., San Joaquin Bcstg. Co. (BR-2398); WRBL Columbus, Ga., Columbus Bcstg. Co. (BR-727); KSPT Sandpoint, Idaho, Bauer Bcstg. Co. (BR-2321); WPGW Portland, Ind., Glenn West (BR-2591); KWBG Boone, Iowa, Boone Bcstg. Co. (BR-2424); WGEM Quincy, Ill., Quincy Bcstg. Co. (BR-2176); KVGB Great Bend, Kan., KVGB Inc. (BR-920); WNAV Annapolis, Md., The Capital Bcstg. Co. (BR-2284); WTTH Port Huron, Mich., The Times Herald Co. (BR-1947); WLNA Peekskill, Cortlandt Twp., N. Y., Highland Bcstg. Corp. (BR-2197); WSAY East Rochester, N. Y., The Federal Bcstg. System Inc. (BR-892); WLOS Asheville, N. C., Skyway Bcstg. Co. (BR-1623); KTJS Hobart, Okla., T. J. Shriner (BR-1707); KCFH Cuero, Tex., A. M. Respondek (BR-2265); WLEE Near Richmond, Va., Lee Bcstg. Corp. (BR-1224).

APPLICATION RETURNED

Transfer of Control

WHTB Talladega, Ala., Voice of Talladega Inc.—Voluntary transfer of control of licensee corp. from R. A. Davidson through sale of 80% of stock to Talladega News Publishing Co.

September 1 Decisions

BY BROADCAST BUREAU

Actions of August 28

Granted License

WLCM Lancaster, S. C., Royal Bcstg. Co. — Granted license covering installation of new trans. and changes in ant. system (BL-5093).

WIAC Santurce, P. R., Radio Station WIBS Inc.—Granted license covering installation of new trans. to be used as auxiliary trans.; 740 kc, 1 kw, DA-1 (BL-5084).

WHWD Hollywood, Fla., Circle Bcstg. Corp.—Granted license for AM broadcast station; 1320 kc, 500 w, D (BL-5089).

WHAK Rogers City, Mich., Rogers City Bcstg. Co.—Granted license for increase in power and installation of new trans.; 960 kc, 5 kw-D (BL-5074).

KCLS Flagstaff, Ariz., Saunder's Bcstg. Co.—Granted license for change of facilities, hours of operation, type trans. and make changes in ant. system; conditions; 1360 kc, 5 kw-D (BL-5091).

Granted CP

KGY Olympia, Wash., Tom Olsen—Granted CP to install new trans. (BP-8974).

Cancel CP

KFSD San Diego, Calif., Airfan Radio Corp. Ltd.—Granted authority to cancel CP (BP-8535) for installation of TV ant. in place of top section of existing AM tower.

Miscellaneous (Cont'd)

3-WEEK TV OPERATION COURSE

4-WEEK FIRST PHONE LICENSE

TV—Reservations now being accepted for low-price, concentrated TV operational course, starting soon. Limited enrollment per class. Actual operation of modern equipment in modern studios.

*

FCC Licenses—Enrolling now for Sept. and Nov. classes. One-price course with guarantee. More than 1,000 successful students since 1946. Often copied, never equalled. 4-week course.

BILL OGDEN'S

Radio Operational Engineering School

1150 West Olive Ave. Burbank, California

Reservations Required for Both Courses.

Remote Control

WANT Richmond, Va., United Bcstg. Company of Va.—Granted authority to operate trans. by remote control (BRC-155).

WCED-FM DuBois, Pa., Tri-County Bcstg. Co.—Granted authority to operate trans. by remote control (BRCH-52).

Modification of CP

KIMA Yakima, Wash., Cascade Bcstg. Co.—Granted mod. CP to change type trans.; conditions (BMP-6294).

The following were granted mod. CP's for extension of completion dates as shown:

KYTV (TV) Springfield, Mo., to 9/12/53; KDUB-TV Lubbock, Tex., to 12/31/53; WOTV (TV) Lakeland, Fla., to 12/31/53; WRAK-TV Williamsport, Pa., to 1/12/54; KVRV Victorville, Calif., to 1/1/54; WLOK Lima, Ohio, to 3/1/54, conditions.

Actions of August 27

Remote Control

The following stations were granted authority to operate trans. by remote control:

WAPF-FM WAPF McComb, Miss.; KDMS El Dorado, Ark.; WGVM Greenville, Miss.; WABZ Albemarle, N. C.

Modification of CP

WEZB Homewood, Ala., Voice of Homewood—Granted mod. CP to change type trans. (BMP-6295).

The following were granted mod. CP's for extension of completion dates as shown:

WCOV-TV Montgomery, Ala., to 3/10/54; WKRC-TV Cincinnati, Ohio, to 3/10/53; WTVN (TV) Columbus, Ohio, to 3/7/54.

Actions of August 26

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:

KROD-TV El Paso, Tex., to 3/30/54; WCPO-TV Cincinnati, Ohio, to 3/1/54; WWLP Agawan, Mass., to 11/1/53; KOPR-TV Butte, Mont., to 3/14/54.

Actions of August 25

Modification of CP

WSAZ-TV Huntington, W. Va., WSAZ Inc.—Granted mod. CP for extension of completion date to Feb. 1, 1954.

Actions of August 24

Granted License

WNRV Narrows, Va., Giles Bcstg. Co.—Granted license for AM broadcast station; 990 kc, 1 kw-D (BL-5083).

KLO Ogden, Utah, Interstate Bcstg. Corp. — Granted license covering installation of new trans. (BL-5094).

KLIR Denver, Colo., Denver Bcstg. Co.—Granted license for AM broadcast station; 990 kc, 1 kw-D (BL-5090).

WBKY (FM) Lexington, Ky., U. of Kentucky—Granted license covering changes in FM educational station; Ch. 217; 91.3 mc; 3.2 kw, unl. (BLED-137).

Modification of CP

KUGN Eugene, Ore., KUGN Inc.—Granted mod. CP to use RCA BTA-5G trans. for day and night operation (BMP-6290).

KEAN Brownwood, Tex., Lyman Brown Enterprises—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6283).

The following were granted mod. CP's for extension of completion dates as shown:

WHCU-TV Ithaca, N. Y., to 4/1/54; WAZL-FM Hazleton, Pa., to 12/17/53; WBRD Fort Lauderdale, Fla., to 2/24/54.

Granted CP

WJIM Lansing Mich., WJIM Inc.—Granted CP to replace expired CP (BP-8444, as mod.), which authorized changes in ant. system; condition (BP-8952).

September 1 Applications

ACCEPTED FOR FILING

Modification of CP

WGN-TV Chicago, WGN Inc. — Mod. CP (BMPCT-723) which authorized changes in existing station, for extension of completion date to October 1954. (BMPCT-1364).

WKNY-TV Kingston, N. Y., Kingston Bcstg. Corp.—Mod. CP (BPCT-1264) which authorized new station, for extension of completion date to 3/1/54. (BMPCT-1366 resubmitted).

KGUL-TV Galveston, Tex., Gulf TV Co.—Mod. CP (BPCT-1108) as mod., which authorized new station, for extension of completion date from 9/28/53. (BMPCT-1363).

WSJL (TV) Bridgeport, Conn., Harry L. Liftig—Mod. CP (BPCT-1019) as mod., which authorized new station, for extension of completion date to 11/1/53. (BMPCT-1358).

WICC-TV Bridgeport, Conn., Southern Conn. & Long Island TV Co.—Mod. CP (BPCT-944) as mod., which authorized new station, for extension of completion date to March 1954. (BMPCT-1356).

KFUO-TV Clayton, Mo., The Lutheran Church-Mo. Synod—Mod. CP (BPCT-404) which authorized new station, for extension of completion date to 7/4/54. (BMPCT-1357).

KACY (TV) Nr. Festus, Mo., Ozark TV Corp.—Mod. CP (BPCT-1419) as mod., which authorized new station to change ERP to 491 kw visual, 260 kw aural. (BMPCT-1348).

WXEL (TV) Cleveland, Ohio, Empire Coil Co.—Mod. CP (BPCT-819) as mod., which authorized changes in existing station, for extension of completion date to 12/31/53. (BMPCT-1359).

License to Cover CP

WDSU-TV New Orleans, WDSU Bcstg. Corp.—License to cover CP (BPCT-742) which authorized changes in existing station. (BLCT-148).

Renewal of License

Following stations request renewal of license:

WRGA Rome, Ga., Rome Bcstg. Corp. (BR-774); WKNK Muskegon, Mich., NK Bcstg. Co. (BR-2238); KCHS Truth or Consequences, N. M., Ollie Louis Dennis and Gladys Pauline Dennis (BR-1308); KJIM Beaumont, Tex., KPBX Bcstg. Co. (BR-1673); KALL Salt Lake City, Utah, Salt Lake City Bcstg. Co. (BR-1227); KODI Cody, Wyo., Absaroka Bcstg. Co. (BR-1484); WTMJ-TV Milwaukee, Wis., The Journal Co. (BRCT-15); WLET Toccoa, Ga., R. G. LeTourneau (BR-1116); WCBC Anderson, Ind., Civic Bcstg. Corp. (BR-1510); WGNR New Rochelle, N. Y., Radio New Rochelle Inc. (BR-2577); KSTB Breckenridge, Tex., Stephens County Bcstg. Co. (BR-1640); KMAE McKinney, Tex., McKinney Air Enterprises (BR-1920); KIMA Yakima, Wash., Cascade Bcstg. Co. (BR-1140).

APPLICATION RETURNED

Assignment of License

WAUG Augusta, Ga., Garden City Bcstg. Co.—Voluntary assignment of license to Chester H. Jones and George C. Nicholson d/b as Garden City Bcstg. Co.

UPCOMING EVENTS

Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 10-11: NARTB TV Code Review Board, meeting, NARTB headquarters, Washington, D. C.

Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21-23: Assn. of National Advertisers, annual meeting, Hotel Drake, Chicago.

Sept. 21-24: Premium Show, sponsored by Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 21-Nov. 23: Chicago Federated Ad Club-Women's Ad Club, Advertising workshop, Chicago.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 23-25: Board of Governors, Canadian Broadcasting Corp., meeting, Winnipeg.

Sept. 25: Assn. of Canadian Radio & TV Artists, 10th anniversary banquet, Toronto.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Oct. 3: Advertising and Sales Promotion Conference, Ohio State U., Columbus.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 17-18: Dist. 16, Statler Hotel, Los Angeles.

Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbia Club, Indianapolis.

Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

BOXSCORE ON COMPETITIVE TV HEARINGS AT FCC

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG-NATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUs	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
ALLENTOWN, PENN. (Examiner Gaguine)	Queen City Television Co.,Inc.	39	10494	5-6-53	6-8-53	6-17-53		7-22-53	None Required	7-23-53	None Filed	D-10493 dismissed without prejudice 6-22-53; Final Dec'n. Issued 8-11-53
BALTIMORE, MD. (Examiner not named)	Chesapeake TV B/cing, Inc. The Baltimore Radio Show, Inc.	18	10665 10666	8-26-53	9-25-53							
BATON ROUGE, LA. (Examiner Huntting)	Louisiana Television B/cing Corp. Southern TV Co. of Baton Rouge	2	10550 10551	6-17-53	7-17-53		Indefinitely; See Remarks					8-12-53 Oral argument re petn. to reconsider Examiner's denial of petn. to amend; See E below
BEAUMONT-PORT ARTHUR, TEXAS (Examiner Huntting)	Port Arthur College Smith Radio Company The Enterprise Company Beaumont Broadcasting Corp. KTRM, Inc.	4 6	10285 10452 10286 10287 10288	7-11-52 11-26-52 7-11-52	12-15-52 11-17-52	5-6-53 11-17-52	Indefinitely	3-11-53	Due & Filed 5-25-53	7-22-53	9-1-53	Exceptions filed by Broadcast Bureau 8-26-53
CAMDEN, N.J.-PHILADELPHIA, PENN. (Examiner not named)	South Jersey B/cing Co. Patrick Joseph Stanton	17	10657 10658	8-26-53	9-25-53							
CANTON, OHIO (Examiner Litvin)	Brush-Moore Newspapers, Inc. Stark B/cing Corp. Tri-Cities Telecasting, Inc.	29	10272 10273 10606	7-11-52 7-11-52 7-29-53	10-1-52	10-1-52	See F below					
CHAMPAIGN, ILL. (Examiner Cooper)	Midwest Television, Inc.	3	10580	7-1-53	7-20-53	7-20-53						Application for modification of CP designated under 309(c); dismissed pet'n. of applicant 8-5-53
CHATTANOOGA, TENN. (Examiner Bond)	WDOD B/cing Corp. Mountain City TV, Inc. Southern Television, Inc. Tri-State Telecasting Corp. WDEF B/cing Co.	3 12	10438 10439 10471 10472 10473	3-18-53 4-22-53	4-20-53 5-25-53	4-20-53 5-25-53	Indefinitely; see remarks	8-20-53	See G below			Continued indefinitely on joint request of all applicants
CORPUS CHRISTI, TEXAS (Examiner Irion)	Superior Television, Inc. Keys-TV, Inc. X-Six Television, Inc. Gulf Coast B/cing Co. Baptist Gen'l.Convention of Texas H. L. Hunt Coastal Bend Television Co.	10 6 22	10556 10557 10558 10559 10560 10577 10578	6-24-53 6-24-53 7-1-53	7-24-53 8-3-53 7-31-53	8-3-53 8-3-53 7-31-53	See remarks In progress Indefinitely					9-9-53 Further Conference 9-28-53 Testimony
DENVER, COLORADO (Examiner Cunningham)	KMYR B/cing Co. Metropolitan Television	4	9063 10238	7-11-52	10-1-52	10-1-52		2-10-53	Due & Filed 4-20-53	6-18-53	7-20-53	No exceptions filed; effectiveness of Initial Decision stayed by Com. awaiting Final Decision
DETROIT, MICHIGAN (Examiner not named)	Booth Radio & TV Stations, Inc. Woodward B/cing Co.	50	10660 10661	8-26-53	9-25-53							
DETROIT-FERNDALE, MICHIGAN (Examiner not named)	Royal Oak B/cing Co. Knight Newspapers, Inc. UAW-CIO B/cing Corp. of Michigan	62	10662 10663 10664	8-26-53	9-25-53							
DULUTH, MINNESOTA-SUPERIOR, WIS. (Examiner Sharfman)	Head of the Lakes B/cing Co. Red River B/cing Co., Inc. Ridson, Inc.	3 6	10289 10290 10291	7-11-52 7-11-52	11-17-52 11-17-52	11-17-52 11-17-52	Indefinitely 9-1-53					Pet'n. to dismiss D-10292 & petn. to complete hearing granted 8-25-53
ERIE, PENN. (Examiner Huntting)	Great Lakes Television Co. Erie Television Corp. Commodore Perry B/cing Service,Inc.	35 66	10612 10614 10615	7-29-53 7-29-53	8-26-53 8-28-53	8-28-53	 9-28-53	8-28-53	None required			D-10613 dismissed without prejudice 8-24-53; waiting Initial Decision
EUGENE, OREGON (Examiner Cunningham)	Eugene Television, Inc.	13	10571	6-25-53	7-13-53	7-13-53	8-7-53	8-7-53	Due & Filed 8-31-53			B/cast Bureau filed no Proposed Findings; Replies to Proposed Findings due 9-7-53 - designated under 309(c)
EVANSVILLE, INDIANA (Examiner Sharfman)	South Central B/cing Corp. Evansville Television, Inc. On The Air, Inc. WFAM, Inc.	7	10461 10462 10463 10464	4-15-53	5-25-53	5-25-53	See remarks					Hearing Conference 10-6-53 Hearing 11-12-53
FLINT, MICHIGAN (Examiner Gaguine)	WJR The Goodwill Stations, Inc. Trebit Corp. W.S. Butterfield Theatres, Inc.	12	10268 10269 10270	7-11-52 7-11-52 11-5-52	11-17-52	11-17-52		2-27-53	Due & Filed 3-30-53	4-30-53	Due & Filed 6-15-53	Oral argument held 8-31-53; waiting Final Decision
FORT WAYNE, INDIANA (Examiner Huntting)	Radio Ft. Wayne, Inc. Anthony Wayne B/cing	69	10424 10425	3-4-53	4-6-53	4-6-53		7-6-53	Due & Filed 8-3-53			Waiting Initial Decision
FRESNO, CALIFORNIA (Examiner Cooper)	California Inland B/cing Co. KARM, The Geo. Harm Station	12	9050 10650	8-20-53	9-21-53							
GRAND RAPIDS, MICH. (Examiner Bond)	Music B/cing Co. Peninsular B/cing Co.	23	10552 10607	6-17-53 7-29-53	8-28-53		9-9-53 9-9-53					D-10553 dismissed without prejudice 8-18-53 D-10475 dismissed 8-4-53; 9-9-53 informal conference
HONOLULU, HAWAII (Examiner Donahue)	Royaltel	2	10474	4-22-53	5-27-53		see remarks					

E - Hearing Conference continued indefinitely pending Commission action on petition for review.

F - 9-8-53 Stipulations to be entered into
9-21-53 Exhibits to be exchanged
9-24-53 Depositions to be taken prior to
9-24-53 Further conference
9-28-53 Taking of evidence to commence

G - 10-15-53 Applicants to submit affirmative Proposed Findings
11-5-53 All parties to submit Counter Proposed Findings & Conclusions
11-20-53 All parties to submit Counter Conclusions

HERE is the boxscore as of Aug. 31 of the competitive television hearings currently in various stages before FCC hearing examiners and the Commission. It was compiled by Frankie L. Fox under the direction of Frederick W. Ford, chief of the Broadcast Bureau's Hearing Division, for the use of Commissioners and the FCC staff.

Since Aug. 31, FCC also has designated for hearing the following competitive TV applications: Perkins Bros. Co. (KSCJ) and KCOM Bcstg. Co. (KCOM) for vhf Ch. 4 at Sioux City, Iowa; United Bcstg. Co. (WHK) and WJW Inc. (WJW) for uhf Ch. 19 at Cleveland; Gordon Bcstg. Co. (WSAI), Cincinnati, and Tri-City Bcstg. Co. (WNOP), Newport, Ky., for uhf Ch. 74; and Georgia Institute of Technology (WGST) and Robert W. Rounsaville (WQXI) for uhf Ch. 36 at Atlanta, Ga. All of these hearings are to begin Oct. 2 in Washington.

The Commission on Aug. 24 announced revision of its processing procedure and amendment of its city priority list in order to speed handling of hearing cases [B•T, Aug. 31, 24]. Since FCC is current in processing of unopposed applications, the revised city priority list contains only those cities in which contested applications are pending.

The fiscal 1954 appropriation to FCC provides additional funds to clear the hearing case backlog through the appointment of a total of 24 hearing examiner teams. While one examiner, Benito Gaguine, resigned this week to enter private practice, the Commission has appointed two new examiners, Millard F. French and John B. Poindexter. Examiner total now is 13.

For comparison of hearing case progress, see summaries published in May and July [B•T July 13, May 18].

WRTA
Altoona, Pa.
Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!
Roy F. Thompson
Represented by
Robert Meeker Associates

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

BOXSCORE ON COMPETITIVE TV HEARINGS AT FCC

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIGNATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
JACKSON, MISSISSIPPI (Examiner Kaufman)	Lamar Life B/cing Co.	3	10616	7-29-53	8-14-53	8-14-53		8-14-53	None required	8-17-53	9-8-53	D-10617 dismissed without prejudice 8-11-53; no exceptions filed; Final Decision issued 8-28-53
JOLIET, ILLINOIS (Examiner Cunningham)	Sanders Bros. Joliet Television, Inc.	48	10532 10533	6-3-53	7-3-53	7-3-53	7-7-53	7-7-53	None required; see remarks	7-15-53	8-4-53	No exceptions filed; Proposed Findings filed by D-10533; see C below
KNOXVILLE, TENNESSEE (Examiner Thurfman)	Mountcastle B/cing Co., Inc. Scripps-Howard Radio, Inc. Radio Station WBIR, Inc. Tennessee Television, Inc.	6 10	10510 10512 10513 10514	5-13-53 5-13-53	6-15-53 6-15-53	6-15-53 6-15-53	7-14-53 9-14-53	7-14-53	None required	7-16-53	None required	D-10511 dismissed without prejudice 7-14-53; Final Decision issued 8-3-53
LANCASTER, PENN. (Examiner Bond)	Peoples B/cing Co. WOAL, Inc.	8	10365 10366	12-31-52	2-2-53	2-2-53	6-4-53	6-4-53	None required			Waiting Initial Decision
LITTLE ROCK, ARK. (Examiner Gaguine) (Examiner Donahue)	Little Rock Television Corp. Arkansas Television Co. Arkansas Telecasters, Inc. Arkansas Radio & Equipment Co.	11 4	10609 10610 10611 10620	7-29-53 7-30-53	8-28-53 8-17-53	8-28-53	10-12-53 9-17-53					D-10608 dismissed without prejudice 8-24-53 8-20-53 protest withdrawn; grant made effective immediately
LORAIN, OHIO (Examiner Bunting)	The Lorain Journal Elyria-Lorain B/cing Co.	31	10525 10526	5-27-53	6-26-53		9-15-53					
MADISON, WISC. (Examiner Gaguine)	Radio Wisconsin, Inc. Badger Television Co., Inc.	3	8959 10641	8-12-53	9-11-53		10-2-53					8-18-53 pre-trial conference held
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc. The Mobile Television Corp.	5	10467 10468	4-15-53	5-25-53	5-25-53	9-8-53 see remarks		10-15-53			9-8-53; record to be closed
MONTGOMERY, ALA. (Examiner Gaguine)	Montgomery B/cing Co., Inc. Alabama Television Co.	12	10573 10574	7-1-53	7-31-53	7-31-53	see remarks					9-11-53 conference 9-28-53 evidence
	Southern B/cing Co., Inc.	32	10575	7-1-53	7-31-53		9-1-53					D-10576 dismissed without prejudice 8-11-53; pet'n. pending to dismiss D-10575
MONTPELIER, VERMONT (Examiner Cunningham)	WCAX B/cing Corp. Colonial Television, Inc.	3	10642 10643	8-12-53	9-11-53		9-15-53					
MUSKEGON, MICHIGAN (Examiner Irion)	Veraluis Radio & TV, Inc.	35	10442	3-23-53	4-22-53	4-22-53	8-27-53	8-28-53	9-22-53			Designated under 309(c); Reply to Proposed Findings due 10-2-53
PEORIA, ILLINOIS (Examiner Smith)	WMBD, Inc. WIRL Television Co. Brookwell Enterprises	8	10541 10542 10543	6-10-53	7-10-53		Indefinitely					
PHILADELPHIA, PENN. (Examiner not named)	Daily News TV Co. Lou Poller	23	7273 10659	8-26-53	9-25-53							
PORTLAND, OREGON (Examiner Smith)	Westinghouse Radio Stations Portland Television, Inc. North Pacific TV, Inc. Cascade Television Co. Oregon Television, Inc.	8	9138 10245 10319 10324 10266	7-11-52 7-11-52 9-17-52 9-25-52 7-11-52	10-1-52	10-1-52	7-20-53	7-20-53	See B below Due & Filed 7-31-53			Replies due to Proposed Findings
	Columbia Empire Telecasters Northwest TV & B/cing Co.	12	10247 10317	7-11-52 9-3-52	10-1-52	10-1-52	5-15-53	5-15-53	Filed 7-31-53			8-10-53; no replies to Pro.Findings filed; waiting Initial Decision
PORTLAND, OREGON-VANCOUVER, WASH. (Examiner Smith)	Mt. Scott Telecasters, Inc. Vancouver Radio Corp.	21	10248 10249	7-11-52	10-1-52	10-1-52		2-9-53	Due & Filed 3-23-53	6-18-53	7-8-53 see remarks	Exceptions filed by Mt. Scott 7-7-53; no exceptions filed by Vancouver or B/cast Bureau; Oral argument held 8-31-53; waiting Final Decision
PORTSMOUTH, OHIO (Examiner Irion)	Woodruff, Inc.	30	10440	3-18-53	4-20-53	4-20-53	6-4-53	6-4-53	None required	6-8-53	6-29-53 see remarks	No exceptions filed; effectiveness of Initial Decision stayed by Commission; waiting Final Decision
ROANOKE, VIRGINIA (Examiner not named)	Times-World Corp. Radio Roanoke, Inc.	7	10655 10656	8-26-53	9-25-53							
SACRAMENTO, CALIF. (Examiner Donahue)	Sacramento Broadcasters, Inc. KCRA, Inc. McClatchy B/cing Co. Sacramento Telecasters, Inc.	3 10	9012 10294 9013 10298	10-29-52 7-11-52 7-11-52	11-17-52 11-17-52	11-17-52 11-17-52		4-22-53 6-5-53	Filed Due & Filed 7-20-53			Waiting Initial Decision Waiting Initial Decision
SAGINAW, MICHIGAN (Examiner Cooper)	Tri-City Television Corp. Booth Radio & TV Stations, Inc.	51	10634 10635	8-5-53	9-8-53							Record reopened to receive document & closed 8-27-53
SAN BERNARDINO, CALIF. (Examiner Butts)	Orange Belt Telecasters	30	10579	7-1-53	8-3-53	8-3-53		8-4-53	9-14-53			
SAN JUAN, PUERTO RICO (Examiner Gaguine)	Jose Ramon Quinones	4	10436	3-18-53	4-20-53	4-20-53	7-8-53	7-8-53	None required	7-10-53	None required	D-10437 dismissed without prejudice 7-8-53; Initial Decision adopted as Final Decision 8-12-53
SAVANNAH, GEORGIA (Examiner Gaguine)	WSAV, Inc. WJTV-TV, Inc.	3	10517 10518	5-13-53	6-15-53	6-15-53	See remarks					8-21-53 hearing conference 8-27-53 written testimony filed 9-8-53 cross-examination scheduled
SCRANTON, PENN. (Examiner Butts)	Scranton B/cers, Inc.	22	10570	6-25-53	9-21-53							Application for assignment of CP; To be dismissed on pet'n. 9-1-53
SHREVEPORT, LOUISIANA (Examiner Cooper) (Examiner Litvin)	KTBS, Inc. International B/cing Corp. Southland Television Co. Radio Station KRMD Shreveport Television Co.	3 12	10476 10477 10522 10523 10524	4-22-53 5-20-53	5-29-53 6-19-53	5-29-53 6-19-53	In progress 7-21-53	7-31-53	See D below			
SPOKANE, WASHINGTON (Examiner Butts)	Louis Wasmer Television Spokane	2	10422 10423	3-4-53	4-6-53	4-6-53	Indefinitely					
ST. PETERSBURG-TAMPA, FLORIDA (Examiner Cooper)	The Tribune Co. Pinellas B/cing Co. The Tampa Bay Area Telecasting Co. Tampa Times Co. Orange Television B/cing Co. Tampa Television Co.	8 13	10250 10251 10252 10253 10255 10330	7-11-52 7-11-52 7-11-52	10-15-52 10-15-52 10-15-52	10-15-52 10-15-52 10-15-52		1-21-53 6-11-53	None remarks Due & Filed 7-13-53	7-13-53	Due & Filed 8-10-53	P.F. filed by B/cast Bureau 7-28-53 by parties 8-17-53; waiting Final Decision Replies to P.F. filed by parties 8-10-53; counter replies filed 8-20-53; Waiting Initial Decision
WICHITA, KANSAS (Examiner Hutchison)	Mid-Continent TV, Inc. KAKE B/cing Co., Inc. The Radio Station KFH Co. Taylor Radio & TV Corp. Wichita TV Corp., Inc.	10 3	10262 10263 10259 10260 10261	10-8-52 7-11-52	10-20-52 10-20-52	10-20-52 10-20-52	9-9-53	5-7-53	Due & Filed 10-15-53			Waiting Initial Decision; See A below
WILMINGTON, DEL. (Examiner Cunningham)	Independence B/cing Co. Delaware B/cing Co.	83	10632 10633	8-5-53	9-4-53							
WORCESTER, MASS. (Examiner Irion)	Wilson Enterprises, Inc.	20	10497	5-6-53	6-3-53	6-3-53		7-13-53	None required	7-15-53	8-4-53	D-10496 dismissed without prejudice 7-10-53; no exceptions filed; Initial Decision adopted as final 8-12-53

A - P.F. submitted 6-15-53 on applicants' applications only such P.F. included no conclusions or findings re opposing applicant; on 7-6-53 Replies, Supplemental Findings and Conclusions filed by applicants

B - (1) Affirmative P.F. filed 8-19-53
(2) Rebuttal P.F. due 9-18-53
(3) Conclusions to P.F. due 10-5-53
(4) Replies to above due 11-15-53

C - Comm. adopted Initial Dec'n. as Final; granting Joliet & denying Sanders Bros. for default

D - (1) Affirmative P.F. filed by parties 8-24-53
(2) Rebuttal P.F. due 9-7-53
(3) Conclusions to P.F. due 9-16-53
(4) Replies to above due 9-28-53

editorials

Preconceived Notion; Predetermined Result

THE MEDILL School of Journalism is well known in every city room. Many newsmen—some now in broadcasting—first learned their "who, what, where, when and why's" there. Let's call it an "old school" journalism school.

A year ago Medill's students undertook a "classroom exercise" titled "Continuing Study of Housewives' Attitudes Toward Advertising Media." The exercise was under the direction of Dr. Charles L. Allen, assistant dean and director of research. Let's call him an "old school" journalism prof.

The results, just released, are of the old school, too. They were highly satisfactory to newspapers. They give radio and television a black eye.

Newspapers have been quick to realize the promotional possibilities of the survey and the "results" are popping up here and there across the country as "promotion" for local newspapers. One such case occurred at Wheeling, W. Va., recently. Others have been reported in the wake of an ANA circular on the subject.

We have no doubt that Dr. Allen is an earnest and honest professor. But we have it from his friends that he can't "see" radio and is far from an ardent television booster.

Researchers are critical of the technique used by Dr. Allen. We are not researchers, and we disclaim being experts. But we can add. When we add a personal interviewer dedicated to newspaper work to his professor, who is sure radio is no good, we should not be surprised when the answers favor the medium to which both are dedicated—the newspaper.

It goes to prove the maxim that when you go out with a preconceived notion you're certain to get the predetermined result.

On page 90, this issue, we "report" an interview that never happened in a newspaper office that never existed by people who never lived.

While the situation is imaginary, the results could be very real.

Saturation in Tulsa

EYES of the advertising-retailing world will be turned on Tulsa during the next 12 months. In this Southwestern metropolis will unfold a unique test of radio's power to reach more people oftener and for less money than any other advertising medium.

One of the Southwest's better-known department stores, Brown-Dunkin, has decided to use saturation radio—360 spots a week for a year. Thus, Tulsa's dominant newspaper advertiser also becomes its dominant radio advertiser.

The Brown-Dunkin contract is a tribute to the famed cooperative endeavor of Tulsa's six radio stations—Associated Tulsa Broadcasters. Every station in the city is carrying its quota of 60 spots a week, two-thirds of them in the daytime.

It's interesting to note that teamwork is paying off in Tulsa for every station in the city—and we'll venture the prediction that it will pay off for Brown-Dunkin, too. The store is able to buy a $125,000 year-long campaign with a minimum of effort and billing. Details of the arrangement, printed on page 95 of this issue, offer an object lesson in the technique of making it easy for advertisers to do business with radio stations.

Less than a decade ago a courageous store in another Southwestern city, Joskes in San Antonio, startled the retail world by entering a year-long laboratory test of radio's effectiveness as a medium for department stores. They howled, these retailers, at the folly of this reckless enterprise. When the score was totaled, however, they had to concede that Joskes had profited immeasurably from its extensive use of radio, and the whole retail field was presented with new techniques in using the lowest-cost medium of all.

Brown-Dunkin is shooting mainly for additional store profits. Radio is the logical medium, reaching practically all homes frequently and effectively at low cost. It's Radio Saturation Year in Tulsa. Let's see what happens!

Drawn for BROADCASTING • TELECASTING by Sid

"We shoulda taken that sales chart down before we ever called him and asked for a rate cut!"

Sporting Answer to the Sports Question

LAST YEAR Southern Association directors were among the m vociferous of the many minor league executives who charged t vision was ruining the baseball box office. The wails were he even in Atlanta where the games had not been telecast since 19

Despite the calamity howlers, WSB-TV Atlanta signed t Crackers for telecasts three days a week for the 1953 season. E in the year the station got behind the club with a TV Booster Bo campaign which sold over 80,000 tickets.

Last week, with the team fighting it out for first place, WSB-T telecast a doubleheader on Sunday, a single game Monday an single game Wednesday. (See story this issue). The attenda for the period was a record 42,399. On Friday the league nounced that the season's total attendance for Atlanta had alre reached 290,510, to assure the city first place in baseball gate the year in the Southern Association.

Credit for the fine attendance must go to two factors—a f Cracker team and the creation of many new fans by the regu telecast. The pleasant clicking of the turnstiles in Atlanta sho answer for all time the question of how baseball can get along w television. And the same would seem to go for all sports.

Air Power

THE FACT that TV time sales this fall will be well ahead of th for the fall of 1952 is one that is not apt to surprise any reader this journal. At the end of August of last year there were 110 T stations on the air in 65 markets, serving 18.2 million video ceivers. By last week the total number of U. S. TV stations h risen to 224 in 160 cities; the TV set count was 26.8 million. H could the TV business go any way but up?

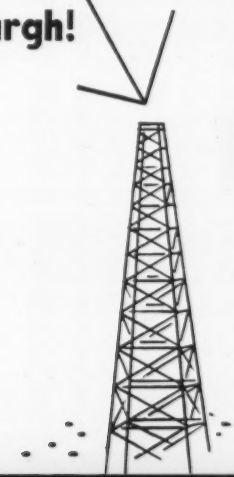
Most of the increase has been in the daytime hours, another f which hardly could be described as startling. Evening time the major networks was pretty well filled up last year, with li room for growth. Daytime is a different story; daytime netw sales for this fall are up more than ten hours a week, and more th 20% ahead of the total amount of sponsored time on the TV n works in October 1952. And, while similar detailed information not available for spot TV, it's a safe assumption that the picture about the same here. Increased hours of programming prov new availabilities, enabling more advertisers to get aboard the T bandwagon.

Probably the most significant fact about the fall outlook co by looking at that for radio [B•T, Aug. 31] as well as for T Both studies show more business signed for fall this year than l and that's true for both network and spot. Advertisers have learn that adding TV doesn't mean dropping radio, that each broadc medium, properly used, is a profitable investment, and that the t used together are the best investment of all.

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!



WWSW